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FOR IMMEDIATE RELEASE

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**PIXELOPTICS REALIGNS SALES ORGANIZATION TO  
EXPAND COVERAGE, POSITIONS COMPANY FOR NEW PRODUCTS**

ROANOKE, VA – PixelOptics has announced the realignment of its sales organization to create a flatter, more streamlined unit and expand sales coverage across the country to support the company’s growing network of Distributor Partner Labs and new products. As part of the realignment, Carmen Renschler has been promoted to Director Western Regional Sales while John Ditski has been promoted to Director Eastern Regional Sales. Both report to William Spies, Chief Operating Officer for PixelOptics.

In addition, PixelOptics will hire a new Territory Account Manager for the Midwest (Minnesota, Wisconsin, Iowa, North and South Dakota) who will report to Ms. Renschler, and a Territory Account Manager for the Northeast (New York, New Jersey and New England) reporting to Mr. Ditski. The company also recently added Tammy Blackwell to its sales organization as Territory Account Manager for the Southeast (Virginia, North Carolina, South Carolina and Georgia), reporting to Mr. Ditski.

Other members of the PixelOptics sales and marketing team who report directly to Mr. Spies include Rod Passarelli, Vice President, Retail Sales, Clay Musslewhite, Director of Marketing, and Baird Blanchard, Technical Field Manager.

According to Mr. Spies, “The repositioning of our sales team is a very positive step for PixelOptics as well as our customers as it allows us to remain close to the customer and function in a more efficient manner. We’ll be a faster moving operation that can respond

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more quickly to industry trends and customer needs. The change also recognizes the significant contributions of several people in our organization and allows them to be more effective with the addition of outstanding new team members. We'll have better coverage now and be well positioned for new product introductions and continued sales growth.”

PixelOptics recently introduced its atLast!® Enhanced Multifocals in its proprietary Composite 59 material. atLast! Enhanced Multifocals provide the spacious, continuous intermediate vision missing in today's standard bifocal, trifocal and progressive lenses. In addition to Composite 59, atLast! lenses are available in Composite 67 and Composition 67 Transitions®, and will be introduced in Composite 59 Transitions in the fall.

PixelOptics' patented composite technology uniquely combines innovative lens designs and dissimilar but well-known lens materials to create a broad, flexible and growing platform for addressing the needs of virtually all eyeglass wearers. The world's first composite lens company, PixelOptics expects to introduce a range of innovative composite products including Behold!™, the exceptionally thin aspheric single vision lens available this fall, and self-adjusting Electronic lenses, scheduled to be launched in 2010. Information about PixelOptics can be found on their new website at [www.pixeloptics.com](http://www.pixeloptics.com).

For more information about the company's sales organization or products, contact William Spies at PixelOptics at (540) 777-6550.

### **About PixelOptics**

Headquartered in Roanoke, Virginia, PixelOptics is committed to “transformational innovation” in the spectacle lens industry. The company's focus is on improving the current standard of vision correction by inventing, developing, and selling a wide range of innovative new products based on “composite lens” and innovative design technologies. Combined in a proprietary manner, PixelOptics' composite lens designs provide a vastly improved visual experience for wearers across the prescription range. PixelOptics has been diligent in protecting its innovations and to date has amassed over 300 issued patents or pending patent applications worldwide. For additional information please visit [www.pixeloptics.com](http://www.pixeloptics.com).

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