



For Immediate Release

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PixelOptics' emPower! featured on "Live! With Regis and Kelly"

ROANOKE, VA (January 18, 2011) PixelOptics' emPower!, the world's first electronic focusing eyeglasses, was featured today on the nationally syndicated talk show "Live! With Regis and Kelly." Technology expert Leo Laporte highlighted emPower! — the eyewear that changes its focus much faster than the blink of an eye, with no moving parts and without making a sound — in a segment that featured products seen at the 2011 CES (Consumer Electronic's Show).

Larry Rodriguez, Senior Vice President of Sales and Marketing at PixelOptics stated, " We are very pleased with the favorable response emPower! received at the CES as well as the attention from the international press. As of today consumers have had an opportunity to learn about emPower! on ABC, CNBC, CNN, MSNBC, PC Magazine and Maximum Tech Magazine. This attention is especially exciting because the product has not even been officially launched."

Consumers who are seeing press coverage of emPower! and would like to learn more can go to www.empowereyewear.com. PixelOptics plans to launch emPower! in mid-March at Vision Expo East in New York City.

Pixel executives are thrilled with the growing interest in emPower! and Rodriguez attributes the attention to two reasons: "First, there is a significant percentage of the population over the age of 40 who are not happy with their current eyeglass correction. Second, we believe that the people who are discovering emPower! recognize that the product represents a better corrective eyeglass solution based upon their own personal experiences with bifocals, reading glasses and progressive addition lenses. "

About PixelOptics: Headquartered in Roanoke, Virginia, PixelOptics is committed to "transformational innovation" in the spectacle lens industry. The company's focus is on improving and elevating the current standard of vision correction by inventing, developing and marketing a wide range of innovative new products based on dynamic focusing lenses, innovative lens design technologies, and composite optics. PixelOptics is dedicated to helping consumers see better and more comfortably, while at the same time helping the vision care industry to grow. For additional information please visit: www.pixeloptics.com

About emPower!: emPower! is the world's first and only electronic focusing eyewear. emPower! focuses faster than the blink of an eye, without moving parts and without making a sound. emPower! allows for the optical power of the eyeglass to change dynamically through changing optical power. Unlike today's fixed optical power multifocal eyeglasses that control the wear's vision, emPower! enables the wearer to be in control of their vision. emPower! has been under development for twelve years and is protected by nearly 300 issued patents and patent applications pending around the world. For additional information please visit: www.empowereyewear.com.