



**FOR IMMEDIATE RELEASE**

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**PIXELOPTICS AND TRANSITIONS OPTICAL ANNOUNCE PARTNERSHIP**

***Composite Lens and Photochromic Technology Combination Marks First For Industry***

PINELLAS PARK, March 20, 2009 – Transitions Optical, Inc. is announcing with PixelOptics, the world's first composite lens company, a new partnership that marks another innovation in the optical industry. Through this partnership, PixelOptics will begin to offer Transitions® lenses in their composite lens designs.

With more than 300 lens-related patents and patent applications to-date since the company was founded in 2005, PixelOptics has established a unique approach to lens design that combines reliable design principles and proven lens materials to create new categories of lenses. Their recently launched enhanced multifocal products are designed to provide clear intermediate vision for lined bifocal wearers and expanded intermediate vision for trifocal wearers.

“Our company has always strived not only to improve the eyesight of our customers, but to constantly develop innovative products that will enhance their vision experience as a whole,” said Dr. Ronald Blum, president and chief executive officer, PixelOptics. “In partnering with Transitions we combine two outstanding lens technologies to create a product that is truly unique and beneficial to the consumer.”

## **PixelOptics and Transitions Announce Partnership – 2**

Transitions Optical partners with a number of lens manufacturing companies to provide the widest availability of photochromic lenses. Partnering with PixelOptics will expand the availability of Transitions® lenses for labs, consumers and eyecare professionals worldwide.

“PixelOptics’ reputation as an innovator and their mission align with our commitment of making sure eyecare professionals can provide consumers the design that is right for them, and be confident that it is available in Transitions lenses,” said Brian Hauser, director, lens manufacturer and trade channel sales. “With this partnership, labs and eyecare professionals can now offer consumers the comfort and convenience of Transitions lenses in the latest lens design technology.”

### **About PixelOptics**

Headquartered in Roanoke, Va., PixelOptics is committed to “transformational innovation” in the in the spectacle lens industry. The company’s focus on improving the current standard of vision correction will deliver a wide range of innovative new products based on “composite lens” and innovative design technologies. These materials combined in a proprietary manner deliver a vastly improved visual experience for the wearer. PixelOptics intends to live up to its slogan “*redefining the way people see*” For additional information please visit [www.pixeloptics.com](http://www.pixeloptics.com).

### **About Transitions**

Transitions Optical, headquartered in Pinellas Park, Fla., was the first to successfully commercialize a plastic photochromic lens in 1990. As the leading provider of photochromics to optical manufacturers, Transitions Optical offers the most advanced photochromic technology in the widest selection of lens designs and materials.

Transitions Optical’s core product line, Transitions® lenses, are the #1-recommended photochromic lenses worldwide. As higher-performing everyday clear lenses, Transitions lenses change from clear indoors and at night to sunglass dark outdoors in proportion to the intensity of UV light. Transitions Optical also offers several special-purpose dynamic sun lenses that change from a tinted state indoors to a darker state outdoors when activated by UV light. These lenses are marketed as Transitions® SOLFX™ sunlenses.

Transitions Optical has manufacturing operations in Pinellas Park; Tuam, Ireland; Laguna, Philippines; Sumare, Brazil and Chonburi, Thailand. Sales offices are located in Pinellas Park; Cambridge, Canada; Paris, France; Adelaide, Australia; Singapore; Mexico City, Mexico; Sao Paulo, Brazil; Bangalore, India; Tokyo, Japan and Shanghai, China.

For more information about the company and Transitions lenses, the first to earn the World Council of Optometry’s Global Seal of Acceptance for Ultraviolet Absorbers/Blockers and the

## **PixelOptics and Transitions Announce Partnership – 3**

American Optometric Association's Seal of Acceptance for Ultraviolet Absorbers/Blockers, visit [Transitions.com](http://Transitions.com).

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