

Press release
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Transitions Optical sprints into pro-cycling as sponsor of elite Team Garmin-Transitions

Transitions Optical, the leading manufacturer of photochromic lenses, has announced its sponsorship of Team Garmin-Slipstream in 2010. The elite professional cycling team, dedicated to ethical sporting and developing the next generation of cycling champions, will become Team Garmin-Transitions. The partnership will provide Transitions Optical with the opportunity to create visibility for their adaptive eyewear Transitions® lenses.

Over the coming months, Transitions Optical will launch an extensive marketing campaign in Europe, Middle-East and Africa, featuring the Team Garmin-Transitions as well as providing the elite squad with its most advanced photochromic lens technology.

"Cycling is undergoing a surge in popularity around the world and presents an outstanding platform for communicating on our products. The Garmin-Transitions riders will not just be wearing our logo, they will be experiencing the benefits of our lenses during the races," says Lindsay Brown, General Manager, Transitions Optical EMEA (Europe, Middle East and Africa).

"We are thrilled to be associated with such a talented and ethical team that has received so much recognition for their success," added Richard Pearson, Country Manager, Transitions Optical South Africa. "Cycling represents one of the best values in the arena of international professional sports and is the second most popular recreational activity in the world. Sponsoring a professional team enables Transitions Optical to reach millions of consumers in a meaningful, impactful way. Transitions® lenses are for everyone, they perfectly fit with the everyday search of consumers for an active, health conscious lifestyle. Cycling is a participative sport; you can either watch it or do it yourself every day. The recent developments on rental bike programmes in Europe's big cities are the proof of the new boom in cycling."

Transitions lenses are ideally suited to the sport of cycling. The athletes of Team Garmin-Transitions will compete over hundreds of kilometres per day, continuously going through different lighting conditions. Training and racing with Transitions® lenses will give the team a true technological advantage that will enhance their visual quality and provide them with a comfortable vision, protected from changing light and UV rays.

"Our riders are constantly going through different lighting conditions while training and racing. If we can enhance their visual performance, it will give us a big advantage on the road. We are very enthusiastic to partner with Transitions Optical and experience their cutting-edge technology. Like the team, Transitions Optical is driven by innovation and a commitment to excellence. We are thrilled to work with them," said Jonathan Vaughters, CEO of Slipstream Sports, the sports management organisation that owns the team.

"The riders of this team have set the standard for ethical competition while racing and training with the best technology available," said Brett Craig, President of Transitions Optical."

Team Garmin-Transitions is dedicated to promoting ethical sporting and developing the next generation of cycling champions. In 2007, Slipstream created the most progressive anti-doping system in the professional sports world and now works with Anti-Doping Research, Inc. (ADR) and ADSI (the Anti-Doping Sciences Institute) to continue its anti-doping mission.

"From a business standpoint, working with Transitions is a perfect fit," said Matt Johnson, President of Slipstream Sports. "The sponsorship provides Transitions an opportunity to showcase their products to customers, globally."

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Issued and prepared by liquidlingo Communications for Transitions Optical.

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Notes to the Editor

About Transitions Optical

Transitions Optical is the world's leading manufacturer of ophthalmic photochromic lenses. Transitions® lenses, the core product range, are everyday lenses for all prescription spectacle wearers. Clear indoors, the lenses adapt to light outdoors adjusting to the level of UV light and block 100% of UVA and UVB rays. Transitions lenses are distributed by the majority of the leading lens manufacturers worldwide. Transitions lenses are available in the widest selection of materials and lens designs - from ultra-thin to shatter-resistant materials like Trivex®, and from single-vision to a wide array of progressive designs. They are compatible with virtually all frame styles, including the latest fashion frames.

Transitions Optical was the first company in 1990 to successfully commercialize a plastic photochromic lens. In 2009, Transitions Optical has launched a range of photochromic sunwear Transitions® SOLFX™, designed to enhance visual performance in specific outdoor activities. While traditional sunglasses have one fixed tint, Transitions SOLFX products adjust the level of darkness and change colour according to the intensity of sunlight.

Transitions lenses are the #1 recommended photochromic lenses worldwide. Millions of consumers are satisfied with their Transitions lenses (87% rated the latest Transitions technology as excellent/very good). One pair of Transitions lenses is sold every second around the globe. Transitions Optical owns 80 registered patents that protect its advanced photochromic technologies.

Transitions lenses are the first lenses to receive the World Council of Optometry (WCO) Global Seal of Acceptance for Ultraviolet Absorbers and Blockers based on the WCO's scientific testing protocol. Additionally, Transitions lenses meet internationally recognized standards for UV blockage, including ANSI Z80.3, ISO 8980-3, EN 1836 and AS/NZS 1067.

For more information visit: www.transitions.com

About Slipstream Sports

Founded in 2005, Slipstream Sports LLC is a highly progressive sports management company dedicated solely to promoting the ethical growth of cycling and developing the next generation of cycling champions. In 2007, Slipstream created the most progressive anti-doping system in the professional sports world and now works with Anti-Doping Research, Inc. (ADR) and ADSI (the Anti-Doping Sciences Institute) to continue its anti-doping mission.

About Garmin Ltd.

The global leader in satellite navigation, Garmin Ltd. and its subsidiaries have designed, manufactured, marketed and sold navigation, communication and information devices and applications since 1989 – most of which are enabled by GPS technology. Garmin's products serve automotive, mobile, wireless, outdoor recreation, marine, aviation, and OEM applications.

About Team Garmin-Transitions

Team Garmin-Transitions is dedicated to promoting ethical sporting and developing the next generation of cycling champions. Team Garmin-Transitions competes in a full schedule of professional cycling races in the U.S. and Europe. For more information on Team Garmin-Transitions, visit www.slipstreamsports.com.