

Press release
12 May 2010

Transitions Optical sprints into pro-cycling action

Transitions Optical, the leading manufacturer of photochromic lenses, announced in December 2009 its sponsorship of Team Garmin-Transitions. The elite professional cycling team is dedicated to ethical sporting and the development of the next generation of cycling champions.

As each team member has been provided with Transitions Optical's advanced photochromic technology, the partnership also provides the brand the opportunity to create extensive visibility for Transitions® adaptive lenses around the world.

"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 for 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," adds Riette Botha, business manager for Transitions Optical South Africa. "Sponsoring a professional team enables Transitions Optical to reach millions of consumers in a meaningful, impactful way. Transitions® adaptive lenses are for everyone. They are a perfect solution for consumers searching for an everyday spectacle lens that suits their active, health conscious lifestyles."

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

"As a professional cyclist I often encounter varying conditions whilst on the road such as wind, rain, sunshine and even snow at times. Until I started using Transitions® adaptive lenses it never crossed my mind how much my eyes were at risk from flying debris and how often they have to adjust to different light conditions," says Team Garmin-Transitions pro-cyclist Robbie Hunter. "In the past, if the sun wasn't shining, my glasses would mostly end up on my head or in my pocket. Now, however, with Transitions® adaptive lenses that adjust to varying light conditions I have one less thing to worry about because I know I'm 100% protected 100% of the time. I can just ride!"

ENDS

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