

Press release

19 April 2010

### **And the winner is ...**

Continuing with its message and aim of educating consumers about the importance of healthy sight and overall health and wellness, Transitions Optical South Africa (SA) aired a TV ad aimed at golf enthusiasts – professionals and amateurs alike, to coincide with the second annual Transitions Championship, which took place at Innisbrook Resort and Golf Club in Florida, U.S.A., from 15 to 21 March 2010. Transitions Optical is the official eyewear sponsor of the PGA TOUR® and Nationwide Tour; leading North American professional golf tours.

The ad, which aired on local and international television channels from 15 February to 23 March 2010, also featured an SMS competition. Entrants simply needed to SMS the word 'Transitions' to an SMS competition line to stand in line to win a set of TaylorMade women's or men's R9 golf clubs valued at R8,000.

This April, and on behalf of Transitions Optical SA, Business Manager Riette Botha and newly appointed Key Account Manager for Gauteng Beatrice Kotze presented Jakkie Steenkamp from Kroondal, near Rustenburg in the North West Province, with his brand new set of TaylorMade R9 golf clubs.

"This is the first in a series of consumer-focused events Transitions Optical SA has planned for 2010," says Richard Pearson, country manager for Transitions Optical SA. "These events will further support our overall strategy of creating a greater awareness amongst consumers as to the need for healthy sight and the importance of having regular eye checks."



*Transitions Optical SA Key Account Manager for Gauteng Beatrice Kotze recently presented Jakkie Steenkamp from Kroondal with his winning set of TaylorMade R9 golf clubs.*

### **King of the fairway**

The Transitions Championship all-star field of players featured many of the Top 50 world-ranked professional golfers including 2009 Transitions Championship winner Retief Goosen and Transitions Optical Healthy Sight Ambassador, Kenny Perry. Jim Furyk was the Tournament stand-out, and became the second Transitions Champion. During the tournament, Transitions also announced that

Canadian golfer Graham DeLaet would become the newest Transitions Healthy Sight Ambassador, joining Perry and local golf hero Trevor Immelman as spokespeople for the brand

For more information on Transitions Optical log onto [www.transitions.co.za](http://www.transitions.co.za)

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