

Press release
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Transitions Optical Golf TV ad goes to air this February

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) will be airing a TV ad aimed at golf enthusiasts – professionals and amateurs alike, to coincide with the second annual Transitions Championship, taking 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 will air on local and international television channels from the second week of February and will run through to the end of the Transitions Championship.

As part of Transitions Optical SA's ongoing consumer-centric marketing approach, the brand is utilising the popularity of golf in South Africa to drive home its key messages of healthy sight and the need to protect the eyes from harmful ultraviolet (UV) rays and glare. Local TV advertising and the availability of supporting POS materials also aim to build and reinforce the brand and the photochromic lens category in the country.

"Golfers depend on healthy sight for optimal performance," says Richard Pearson, country manager for Transitions Optical SA. "With obstacles such as varying light and playing conditions and ongoing exposure to UV radiation, their visual ability can be affected without proper eyewear. Transitions® lenses offer increased UV protection in varying light conditions and are the ideal lenses for increased visibility on and off the golf course," continues Pearson.

The TV ad will also feature an SMS competition. Entrants stand in line to win a set of TaylorMade women's or men's R9 golf clubs valued at R8,000.

To place an order for golf-aligned POS material log on to www.transitionsnet.co.za

ENDS

Issued and prepared by liquidlingo Communications for Transitions Optical.
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Notes to the editor

Local golf hero official Transitions® lenses spokesperson

In 2009, Transitions Optical announced that Trevor Immelman and Kenny Perry, both professional golfers on the PGA TOUR and currently ranked within the top 25 in the world, would serve as official spokespersons for the brand. By joining Transitions Optical, Immelman and Perry, help raise awareness for the importance of healthy sight and establish a clear link between healthy, quality sight and optimal athletic performance.

South Africa's Retief Goosen won the 2009 Transitions Championship with a formidable final round on the 70 left, which left him eight-under-par 276 and the championship winner. Fellow South African players Immelman and Rory Sabbatini finished 283 and 291 respectively, and Tim Clark missed the cut with a two-round total of 151.

About Transitions® lenses

Transitions® lenses are clear indoors and at night. Outdoors, they automatically darken as light conditions change. Transitions lenses provide visual comfort and visual quality by reducing glare and enhancing contrast, helping you to see better today. Transitions® lenses block 100 percent of harmful UVA and UVB rays, helping to protect the health and wellness of your eyes.

About The Transitions Championship

The Transitions Championship is a 72-hole official PGA TOUR event played on the famed Copperhead Course at Innisbrook Resort and Golf Club in Palm Harbor, Florida. Transitions Optical is the title sponsor of the PGA TOUR event, which draws a field of 144 of the finest golfers from around the world. The Transitions Championship benefits more than 150 Tampa Bay area charities and has contributed more than \$7 million in the last four years. The upcoming Transitions Championship will be the tenth PGA TOUR event sponsored by The Copperheads since 2000 (the 2001 tournament was cancelled following the attacks of 9/11). The tournament tees off on 15 to 21 March 2010.