

PRESS RELEASE

Transitions Optical Launches its 'Live Your Vision' TV Ad and Exciting Photographic Contest this April

The second in the series of TV ads in Transition Optical's new-look campaign – known as the 'Live Your Vision' ad – will be launched in South Africa this April. The same commercial will also be viewed by millions of consumers throughout the world during the course of the year. As global awareness of the harmful effects of UV rays increases, it is vitally important for consumers to be more aware of the benefits of wearing Transitions® lenses and how they help protect the eyes from UV rays. With this in mind, Transitions Optical has sought to continually increase the awareness of the brand and its benefit to consumers around the world. In 2008 the sale of Transitions® lenses increased and more business was generated as a result of Transitions Optical actively advertising their brand on TV. Lens casters, labs and optometrists saw their turnover of Transitions® lenses grow even more compared to figures noted in 2007. "We are basing our decision to advertise again on TV on the excellent results we have seen over the past few years, and we're hoping to get even more customers into stores asking for Transitions lenses by name," explains Richard Pearson, Transitions Optical SA Country Manager.

Conceptualised by Saatchi & Saatchi New York and shot in Africa, this commercial depicts a wildlife photographer who spends hours upon hours in the wild capturing on film the life of exotic animals in their natural habitat. As he relies on his eyes for his work, he relies on Transitions® lenses to help protect him from the potential damaging effects of ultra violet rays. He knows he needs to care for his sight in order to live his vision. The 'Live Your Vision' TV commercial aims to highlight the benefits of Transitions® lenses as well as the importance of caring for our eyes today and preserving and protecting the health and well-being of our sight for tomorrow; all while living our vision and our everyday life.

Transitions Optical's previous advertising campaign 'Yellow', which was aired in May and October months in South Africa, helped increase the sales of Transitions® lenses during and even long after the commercial's broadcasting period. Local optometrist, Kevern Pappin from *Kevern Pappin Optometrists* confirms: "The impact of last year's TV advertising campaign had another significant impact on my business with a substantial increase in customers asking about Transitions® lenses. In business terms I saw a sizable 9% growth in Transitions® lenses and I look forward to seeing the business capitalise on the effects of the new campaign in 2009." In an effort to maximise the impact of the 'Live Your Vision' advertising campaign, optometrists will be

able to download a copy of the TV commercial which they could show in-store and order supporting POS material linking in to the TV campaign.

The commercial will also be broadcast on the National Geographic Channel across Europe and Africa. Viewers will be invited to participate in a photo contest for a chance to win a National Geographic Expedition to Bhutan. In addition, print advertisements, linked to the TV advertising, will appear in the English editions of the National Geographic Magazines in both regions. The campaign is complemented by online advertising on www.nationalgeographic.com which leads through to the entry form for the contest. From the 6th of April until the end of May, consumers will be invited to share their vision of the world through the photo contest and submit their most intriguing, inspiring or striking images in three categories: life in colors, nature, people and culture. The grand prize winner will have the chance to 'live his vision' and discover the Himalayan kingdom of Bhutan during a 13 day expedition with National Geographic photographer Chris Rainier to shoot images of exquisite temples, villages untouched by time, and the towering Himalayas. Participants and photography enthusiasts can register or just follow the contest entries on www.nationalgeographic.com/liveyourvision .

Steve Winter, a Transitions lens wearer and renowned National Geographic photographer featured in Transitions Optical's online advertising campaign will be judging the contest. The celebrated photojournalist, who lives his vision everyday and shares his vision worldwide through a collection of fascinating images, will bring a rich perspective to this competition serving as a judge.

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Notes to the Editor

The benefits of *Advanced Performance Transitions*® VI lenses are:

- **Enhanced clarity experience:** Transitions® VI lenses are as clear as regular clear lenses indoors and at night. They provide optimal clarity and indoor vision. Combining them with an AR coating improves the indoor clarity of the lenses making them even clearer than regular hard-coated clear lenses.
- **Enhanced glare reduction:** Transitions® VI lenses reduce discomforting and disabling glare thus minimising eye fatigue and eye strain.
- **Enhanced protection:** Like sun block protects your skin, Transitions® VI lenses also help take care of your sight for the future by continuously blocking 100% of UVA and UVB rays, helping to preserve the health and well-being of your eyes. In addition, Transitions® VI lenses provide UV 400 protection.
- **Consistency across all materials and indices:** Offering consistent, high-level performance across all lens materials and indices, Transitions® VI lenses are also compatible with anti-reflective coatings from all major manufacturers.

For more information please visit the *Industry Professionals* section on the Transitions Optical website: www.transitions.co.za