

Press release
18 January 2010

Transitions Optical South Africa appoints new Business Manager

Transitions Optical, the leading manufacturer of variable-tint lenses worldwide, is pleased to announce the appointment of Riette Botha to the position of Business Manager South Africa effective as of 1 January 2010.

In this role, Botha will be responsible for developing and maximising the brand's marketing and communications plans, whilst also liaising with lens casters, labs, retail chains and independent opticians countrywide.

Botha comes to Transitions Optical South Africa (SA) from Artemis Natural Products where she held the position of Brand Manager. Prior to this, Botha worked in a number of commercial roles at companies such as D5 Business Services Group, Godrich Toyota and Peugeot Motors. She holds a Bachelors degree in both Communications Management and Marketing Management from the University of Pretoria.

"I'm very excited and ready to take on this new challenge," says Botha. "Going forward, Transitions Optical SA will be focusing more intently on driving consumer brand awareness. With this in mind, we plan to execute our campaigns at various levels – both for consumers and the trade – ensuring maximum coverage throughout the country."

Country Manager for Transitions Optical SA Richard Pearson also announced the internal promotion of Armina Bedford to Key Account Manager, Western Cape. Bedford has contributed to the sales and marketing components of the brand – as a consultant – since 2003. She now joins the team in a permanent capacity effective immediately.

In her role, Bedford will be responsible for developing and fostering existing as well as new relationships with independent optical stores and labs.

Bedford holds a national diploma in optical dispensing from the Cape Peninsula University of Technology in Cape Town, and prior to joining Transitions Optical SA in 2003 she worked with a number of optometrists in the Western Cape as a dispensing optician.

"Transitions Optical SA aims to grow the brand around a consumer-centric model; focusing on what the consumer should and needs to know with respect to healthy sight and overall health and wellness," says Pearson. "And I have no doubt that both Riette and Armina will successfully steer the brand in that direction."

For more information on Transitions Optical SA log onto www.transitions.co.za

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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.