

PRESS RELEASE

Trevor Immelman and Kenny Perry Have an Eye on Success in 2009

Transitions Optical Announces PGA TOUR Professionals as Healthy Sight Ambassadors

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

“Vision is vital to my success and gives me a competitive advantage,” said Immelman. With changing light conditions, Transitions® lenses reduce glare and improve contrast and help me see my best. This partnership with Transitions Optical creates a unique and relevant platform to educate golfers at all levels and consumers in general about the importance of healthy sight and its tie to sports performance,” he added.

Immelman is the defending Masters Tournament Champion. His win at Augusta last year was his first career major championship and his second win on the PGA TOUR. In addition to his two PGA TOUR wins in the U.S., Immelman has won multiple tournaments internationally and was named PGA TOUR Rookie of the Year in 2006.

Perry is also intimately familiar with the impact that vision has on his game. “As someone who has persevered despite several complications with my vision, quality of sight is everything to me,” said Perry. “Whether I’m driving the ball down the fairway or lining up putts, healthy sight is essential to my game,” Perry added. “I could not be more excited to partner with Transitions Optical to help raise awareness about the importance of healthy sight – both on and off the course.”

With Sunday’s win at the 2009 FBR Open, Perry became a 13-time winner on the PGA TOUR. He was also a member of the 2008 U.S. Ryder Cup Team who brought the Cup back to the U.S. this past summer and is currently nominated for induction into the World Golf Hall of Fame.

“Educating consumers about the need to protect and promote lifelong healthy sight is core to our efforts here at Transitions Optical,” said Brett Craig, President, Transitions Optical. “Our partnerships with Trevor and Kenny will help to underscore the relevance and help us further

engage consumers around the world about the importance of healthy sight as part of an overall healthy lifestyle.”

As the Official Eyewear of the PGA TOUR, Champions Tour and Nationwide Tour, Transitions is proud to sponsor the Transitions Championship, which tees off on the 16th to the 22nd of March 2009 at the Innisbrook Resort and Golf Club in Palm Harbor, Florida.

For more information about Transitions Optical’s newest healthy sight ambassadors, visit <http://en-us.transitions.com/outreach/healthysightambassador>

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 ninth 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 the 16th to the 22nd of March 2009 and will include a week of tournament-related activities reinforcing the connection between healthy sight and an overall healthy lifestyle.

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NOTES TO EDITOR

- Transitions Optical, Inc. is the manufacturer of the #1 recommended photochromic ophthalmic lenses, commonly called “variable-tint lenses”.
- *Transitions® lenses with Advanced Performance* help provide the wearer with healthy vision, indoors and outdoors, on hot and cold days, in cloudy and sunny weather, and everything in-between. They offer the most convenient way for people to protect their eyes; helping to improve quality of vision today and preserve eye health for the future.

- For all year round eye protection from a single pair of spectacle lenses, *Transitions® lenses with Advanced Performance* are the convenient, comfortable and stylish solution to healthy sight in every light.
- *Transitions® lenses with Advanced Performance* are available in grey tints in a wide range of lens designs and are compatible with all frame styles from all leading optical retailers and most good independent optical dispensers.
- *Transitions® lenses with Advanced Performance* are effective, complete and consistent UV protection as well as providing sun and glare protection in an accurate, comfortable and convenient way.
- For more information about *Transitions® lenses with Advanced Performance*, please visit www.transitions.co.za
- For more information about the Transitions Healthy Sight for Life Fund, please visit www.healthysightforlife.org