

PRESS RELEASE

Transitions Optical Guarantees 100% Satisfaction

Transitions Optical is continuing its '*Satisfied or Exchanged*' programme which enables consumers to return their *Transitions lenses® with Advanced Performance*, in exchange for clear lenses, if they are not entirely satisfied with the photochromic characteristics of the product. The campaign, first released in October 2006, was one of the key drivers in the growth of Transitions Optical that year. Since then the programme has resulted in an increase in sales with a minimal number of returns during the time period in which it runs. In 2007 the programme was re-released for a 3 month period and in 2008, with the release of the much anticipated Transitions VI technology (which consumers know as *Transitions lenses® with Advanced Performance*), Transitions Optical opted to support all Transitions VI lenses with the programme. "The '*Satisfied or Exchanged*' programme benefits dispensers by giving them an opportunity to recommend *Transitions lenses® with Advanced Performance* risk free, to all consumers, thereby increasing sales, profits, and consumer satisfaction," says Richard Pearson, Country Manager Transitions Optical SA. "We are so confident that consumers will be completely satisfied with our new technology that we are prepared to guarantee it," continues Pearson.

The '*Satisfied or Exchanged*' guarantee states that if the consumer returns their lenses – within 30 days of purchase – due to dissatisfaction as a result of the lenses' photochromic performance, the consumer will receive replacement clear lenses, in the same prescription, index, design and coatings at no cost, and will be reimbursed the difference.

The '*Satisfied or Exchanged*' programme will benefit dispensers and optometrists alike by giving them an opportunity to recommend *Transitions lenses® with Advanced Performance* with complete piece of mind and renewed confidence. Ultimately this will lead to increasing sales and more importantly consumer satisfaction. "We know from experience that if consumers try our lenses we will have practically no returned product. This will help nurture the long term growth of the photochromic category," adds Pearson.

For more information on the programme please contact either your local lens caster, or one of the local Transitions Representatives.

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