



ADVANCING VISION IN HEALTH



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Transitions Optical Lends Support to the Foundation for Eye Health Awareness

Donation Will Support the Foundation's Efforts to Help Improve Public Vision and Eye Health

Orlando, Fla. (January 24, 2011) – The Foundation for Eye Health Awareness today announces the addition of Transitions Optical as a partner in the *Think About Your Eyes* campaign, a public awareness campaign designed to educate Americans about the importance of vision health and comprehensive eye exams. Transitions Optical will contribute to the effort through a donation from the Transitions Healthy Sight for Life Fund™, an in-kind donation of incorporation into existing consumer outreach initiatives and strong visibility of the *Think About Your Eyes* message at the Transitions Championship®. The announcement was made during Transitions Academy held at Rosen Shingle Creek in Orlando, Fla.

"We are thrilled with this donation from Transitions Optical," said R. Michael Daley, president & executive director of The Foundation for Eye Health Awareness. "Throughout the past year, we have seen the impact the *Think About Your Eyes* campaign is having on the public by raising awareness of comprehensive eye exams. Transitions Optical's mission of supporting healthy sight aligns with the campaign messages. We are confident that with their support and the combined effort of the vision community, we will reach more Americans in 2011 and in the future."

The *Think About Your Eyes* initiative promotes awareness through television and radio ads, public relations events, social media outlets, educational materials and a dedicated website offering eye health information and an ECP locator to motivate consumers to see an eye doctor for an eye exam and to establish an on-going relationship with an eye doctor for their overall health. In 2010, the *Think About Your Eyes* campaign launched television and radio advertisements in nine major metropolitan areas: Atlanta, Chicago, Cincinnati, Denver, Houston, New York, Los Angeles and Sacramento, Calif., and Portland, Ore. Results indicate that the campaign markets grew faster than the non-campaign markets, with a five percent increase in total eye exams, a 16 percent increase in total exams for kids and a 33 percent increase in first ever exams for new patients.

"*Think About Your Eyes* is a program that truly exemplifies what we believe strongly at Transitions Optical – that the eye exam can be the foundation for leading a healthy lifestyle in many ways," said Greg Marko, director, North American Marketing, Transitions Optical. "We're happy to support the Foundation for Eye Health Awareness through the *Think About Your Eyes* campaign and be a part of a united industry voice championing this message."

The Foundation is seeking additional community partners to expand the campaign beyond the current nine markets to a national initiative in 2011. Interested companies should contact Mike Daley to learn more. Daley can be reached via email, mdaley@ehafoundation.org or phone, 703-548-2896.

For more information on the Foundation for Eye Health Awareness and the *Think About Your Eyes* campaign, please visit www.thinkaboutyoureyes.com. For more information on Transitions Optical, please visit www.transitions.com.

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About the Foundation for Eye Health Awareness and *Think About Your Eyes*

Think About Your Eyes is a public awareness initiative focused on educating consumers about the importance of vision health and comprehensive eye exams. This nationwide messaging campaign, sponsored by the Foundation for Eye Health Awareness with generous donations from founders Essilor, Luxottica and VSP, encourages people to take better care of their eyes.

About Transitions Optical

As the leading provider of photochromics to optical manufacturers, Transitions Optical, headquartered in Pinellas Park, Fla., offers the most advanced photochromic technology in the widest selection of lens designs and materials. Transitions Optical is driven by innovation to support the advancement of healthy sight and adaptive eyewear, and to providing its partners the tools and programs their businesses need to thrive. Transitions® lenses are the #1-recommended photochromic lenses worldwide.

Transitions Optical's family of products includes everyday lenses, designed to be worn indoors and darken outdoors, and performance lenses, designed to be worn outdoors in place of sun lenses. Transitions everyday lenses adapt to light to provide more comfortable vision while protecting eyes from UV.

Transitions performance lenses include the company's sunwear line, Transitions® SOLFX™ sun lenses, which enhance visual performance in specific outdoor activities by adapting to optimize color and darkness in changing light conditions.

For more information, visit Transitions.com/Pro or TransitionsSOLFX.com, or contact Transitions Optical Customer Service at (800) 848-1506 (United States) or (877) 254-2590 (Canada).