



Official Eyewear of the PGA TOUR, Champions Tour and Nationwide Tour



For Immediate Release

CONTACT: For Transitions
Bette Zaret
Transitions Optical, Inc.
+1-727-545-0400
bzaret@transitions.com

For PGA TOUR
Chris Smith
PGA TOUR
+1-904-273-3379
csmith@pgatourhq.com

Transitions® Lenses Designated Official Eyewear of the PGA TOUR, Champions Tour and Nationwide Tour

PARAMUS, New Jersey, USA, August 20, 2008 – Transitions Optical, Inc. and the PGA TOUR today announced a global four-year official marketing partnership designating Transitions lenses as the Official Eyewear of the PGA TOUR, Champions Tour and Nationwide Tour.

“Aligning with Transitions Optical creates a powerful partnership for the PGA TOUR and golfers everywhere,” said Tom Wade, chief marketing officer, PGA TOUR. “In Transitions, we have a partner with a global brand platform that is not only relevant to golfers, but to all those who value healthy sight and who lead active lifestyles or simply enjoy spending time outdoors.”

According to Ennemoser Consulting of Innsbruck, Austria, the number of golfers worldwide is expected to grow by 35 percent by 2010. This growing group of golf enthusiasts – professionals and amateurs alike – depends on healthy sight for optimal performance.

Playing golf requires a range of visual skills, including eye-hand coordination, speed and accuracy of eye movements, focusing, depth perception, judgment of location, and reading contours. From reading the greens to judging a putt, vision is critical to enhancing a golfer's game and prolonging ability to play. With such obstacles as varying lighting and playing conditions and ongoing exposure to ultraviolet radiation, their visual ability can be affected without proper eyecare and eyewear.

“This partnership gives Transitions Optical a global platform to educate consumers about the importance of healthy sight and quality of sight as contributors to overall health and wellness as well as optimal sports performance,” said Brett Craig, president, Transitions Optical.

Transitions lenses are clear indoors and at night, while outdoors, they automatically darken as light conditions change. This provides visual comfort and enhances visual quality by reducing glare and enhancing contrast. Whether a game of golf stretches from morning to afternoon, afternoon to evening, or takes place in bright sunshine or overcast conditions, Transitions lenses always block 100 percent of harmful UV rays while providing the right amount of tint. This provides an advantage over regular clear lenses and sunglasses which do not adjust to changing light conditions.

“Varying light and playing conditions combined with ongoing exposure to ultraviolet radiation without proper eyecare and eyewear may compromise everyday performance and visual ability,” said Lawrence D. Lampert, O.D., F.C.O.V.D.*, and sports vision specialist and trainer. “Photochromic lenses, such as Transitions lenses, are the ideal everyday lens

Transitions Optical, Inc.

9251 Belcher Road, Pinellas Park, Florida 33782 727-545-0400 or 800-533-2081, 727-546-4732 (fax) www.transitions.com

choice for golfers, as well as those avid golf fans who want to achieve and enjoy healthy sight on and off the course.”

As the Official Eyewear of the PGA TOUR, Champions Tour and Nationwide Tour, Transitions Optical is proud to sponsor the Transitions Championship, which tees off March 16–22, 2009 at the Innisbrook Resort and Golf Club in Palm Harbor, Florida, USA. The tournament is broadcast globally to 500 million households in 200 countries.

About Transitions Optical, Inc.

Transitions Optical is a joint venture of PPG Industries, Inc. and Essilor International. The first to successfully commercialize a plastic photochromic lens in 1990, today the company is a leading provider of photochromics to optical manufacturers worldwide. Transitions Optical offers the most advanced photochromic technology in the widest selection of lens designs, materials and brand names.

Transitions® lenses are the ideal everyday choice for healthy sight. They are clear indoors and at night. Outdoors, they automatically darken as light conditions change. Transitions lenses provide visual comfort, and enhance 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 – so you can see better tomorrow as well.

For more information about the company and Transitions lenses, the first to earn the American Optometric Association's Seal of Acceptance for Ultraviolet Absorbers/Blockers, visit Transitions.com or contact Transitions Optical Customer Service at (800) 848-1506 (United States) or (877) 254-2590 (Canada).

About The PGA TOUR

The PGA TOUR is a tax-exempt membership organization of professional golfers. Its primary purpose is to provide competitive earnings opportunities for past, current and future members of the PGA TOUR, Champions Tour and Nationwide Tour; to protect the integrity of the game; and to help grow the reach of the game in the U.S. and around the world.

In 2008, the three Tours will compete in 108 events for approximately \$355 million in prize money. Tournaments will be held in nine countries outside the U.S. and in 37 states.

In addition to providing competitive opportunities for its membership, TOUR events also generate significant funds for local charities. In fact, the three Tours have surpassed the \$1 billion mark in overall charitable contributions. The PGA TOUR's web site address is www.pgatour.com and the company is headquartered in Ponte Vedra Beach, Florida, USA.

###

* Fellow of the College of Optometrists in Vision Development