Transitions Optical 2010 Corporate Sustainability Report
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Highlights from 2010

16% decrease in water usage on a per-lens basis by reusing wastewater and retooling lens cleaning equipment.

1,330 acres of trees planted. This is the equivalent environmental benefit of our purchase of certified RECs and carbon offsets.

8% decrease in electricity usage thanks to employee efforts, upgrades to energy efficient motors in production, and buildings’ optimized energy management systems.

46% reduction in total electrical consumption at our facility in Tuam, Ireland versus three years ago.

Zero reportable environmental spills or releases.

1.5 million gallons of water potentially saved by our Florida facility’s rainwater recovery systems.

100% match of U.S. electricity use through the purchase of Green-e® Energy certified Renewable Energy Certificates (RECs).

65,000 books distributed to more than 10,000 underprivileged children by Bess the Book Bus.
A Message from our CEO

Transitions Optical celebrated 20 years in 2010. They represent 20 years worth of milestones that have taken us from a small optical facility in Pinellas Park, Florida, to a global company with approximately 1,800 employees around the world.

And you hold in your hands another milestone: Transitions Optical’s first Corporate Sustainability Report. As a recognized leader in providing quality eyewear choices that help to achieve healthy sight, we couldn’t be prouder of our reputation as both a responsible steward of the resources placed at our disposal and as an organization striving to improve the lives and opportunities of our employees and the communities in which we do business.

In fact, we are ever mindful of the size of the environmental footprint we leave and relentlessly seek out new ways and new technologies to limit the amount of water, electricity, and other resources used in making our products. As we continue to expand around the globe, we’ll remain vigilant about how we affect the cultures and communities we touch and how we can best serve them.

Of course, sustainability is something to which we’ve always been committed throughout our 20-year history. It’s why we continue to provide food, counseling, and disaster relief to those in need around the globe. It’s why we provide additional charitable donations in the communities where we operate. It’s why we donate time, money, and resources to global, regional, and local organizations that strive to improve eye health, diagnosis, and treatment.

We recognize that the success of Transitions Optical depends on the success of our associates. We’ve worked to forge a corporate culture that actively seeks out ideas, strategies, solutions, and contributions from every employee at every level. At Transitions Optical, we’re proud to constantly engage our employees, to ask what they think about company processes and products, and—perhaps most importantly—how to improve them. The results? In 2010, Transitions Optical was named one of the “Top 100 Companies to Work For in Florida” by Florida Trend, and we received Gallup’s “Great Workplace Award” for employee productivity and engagement.

I’d like to once again reinforce our corporate culture by encouraging our people and our stakeholders alike to feel free to engage me or any other company representative with your ideas and thoughts about Transitions Optical’s performance regarding sustainability. The whole is indeed greater than the sum of its parts, and a company like Transitions Optical is only as good as the ideas sustaining it.

Thank you, and I look forward to many more successful decades.

Sincerely,

Richard C. Elias
Chief Executive Officer

P.S. As this report goes to press, we have been informed that for the second year in a row, Transitions Optical has won the Gallup “Great Workplace Award.” My warmest congratulations to all who have helped to achieve this honor.
A Message from our COO

As pleased as I am about how much we’ve accomplished at Transitions Optical in such a short period of time, I am equally pleased about how we’ve gone about it.

Transitions Optical is recognized as a trusted partner to optical manufacturers and eyecare professionals throughout the industry. Together, we’ve worked to grow a category and a brand, making a significant positive impact on the industry and on the people who wear our products. We are proud that our lenses are the #1 eyecare professional recommended photochromic lenses worldwide, and we are proud of the effect that has: we’ve quite literally helped to better the lives of millions of people around the world.

We also recognize and embrace the power of our reach and ability to drive change, and we take seriously the responsibility that comes with it. That’s why we approach every aspect of manufacturing our products by being cognizant of the ethical implications and sustainability issues involved. Transitions Optical analyzes every business facet—from our choice of partners and manufacturing locations to our research methods, supply chain, manufacturing, and shipping processes—being mindful of our impact on the environment, resources, countries, and cultures where we do business. What’s more, we believe in sharing our best business practices to help enhance an entire industry, not just our company, through programs like Transitions Academy.

But we don’t stop there. Transitions Optical is committed to improving overall eye health and wellness. Through the Transitions Healthy Sight for Life Fund™, we’re helping more people establish healthy eye habits today so they can enjoy healthy sight for a lifetime. We also support global, regional, and local charitable organizations through funds that aim to create awareness of the need for eye exams and eye protection. And we work with organizations striving to eliminate preventable blindness, such as Prevent Blindness America, the Canadian National Institute for the Blind, and the Foundation for Eye Health Awareness.

Improving our company. Improving an industry. Improving eye health around the world: Transitions Optical truly has its eyes toward the future. I’m humbled to be able to work with all of you to help shape that vision.

Sincerely,

David J. Cole
Chief Operating Officer
Company Profile

As the leading provider of adaptive lenses to optical manufacturers, Transitions Optical, headquartered in Pinellas Park, Florida, offers the most advanced photochromic technology in the widest selection of lens designs and materials. Transitions Optical is driven by innovation to advance cutting-edge adaptive eyewear, support the optical industry’s mission of healthy sight, and to provide our partners with the tools and programs their businesses need to thrive. Transitions® lenses are the #1 eyecare professional recommended photochromic lenses worldwide.

Transitions Optical’s family of products includes everyday prescription lenses, which are clear indoors and darken outdoors when exposed to ultraviolet (UV) light, continually adapting to optimize the amount of light eyes receive. This provides visual comfort, enhances visual quality, and reduces glare while blocking 100 percent of UV rays. Transitions Optical also offers performance lenses, designed to adapt to changing light and enhance color and contrast in specific outdoor activities. Through the years, Transitions everyday lenses have undergone continuous innovation, improving darkness, fade back speed, protection, and clarity indoors. The sixth generation of Transitions everyday lenses was introduced in 2008.

In 2010, we introduced Transitions® XTRActive™ lenses in North America. These everyday adaptive lenses offer breakthrough superior darkness outdoors in all temperatures, moderate change activity in cars, and a very slight, comfortable tint indoors.

Transitions performance lenses include our sunwear line, Transitions® SOLFX™, which are designed to enhance visual performance in specific outdoor activities by automatically adapting to optimize color and darkness in changing light conditions.

The current success of Transitions Optical can be traced back to the formation of the joint venture in 1990 between our parent companies, PPG Industries, Inc. and Essilor International. At that time, lenses tended to come in two types: mineral, which is heavy and breakable; and plastic, which is lightweight, impact-resistant, and better at filtering UV. The market for mineral lenses was large at
the time, but it began to drop steadily as advancements in the manufacture of plastic lenses expanded the opportunities for commercialization and delivering product enhancements to consumers.

Transitions Optical began manufacturing plastic, photochromic lenses in the 1990s, using a combination of dyes that is responsible for the properties of a photochromic lens, including color, activation speed, uniformity of color, and durability. Transitions Optical successfully commercialized the first generation of plastic photochromic lenses in 1991 and, by 1994, had begun expansion into Europe.

Transitions Optical is the only company to use imbibition, a surface penetrating process to incorporate photochromic dyes into the lens surface. A proprietary surface treatment called Trans-Bonding™ allows us to process almost any type of lens supplied by most lens manufacturers—including more than 70 progressive lens designs.

By 2000, Transitions Optical had expanded lens availability to virtually every prescription in which clear lenses can be made, and over the next decade had expanded into Latin America, Australia, New Zealand, the Middle East, Poland, India, China, Turkey, Thailand, Russia, and Hungary.

The goal of Transitions Optical is to remain a world-class, value-driven company that leads the optical industry, providing eyecare and eyewear solutions through continued technological innovation and mutually successful partnerships with industry associations, lens manufacturers, optical laboratories, eyecare professionals, and consumers. Currently, Transitions Optical employs about 85 scientists, chemists, engineers, and technicians—all focused on photochromic technology research and development, building lens prototypes that will not only shape the future of the company, but also the industry.
Transitions Optical's growth over the last 20 years has taken us from a small company in Pinellas Park in the Tampa Bay, Florida area, to an eyecare industry leader with a global reach. After spending the first few years of our existence building our market presence, we've spent the last few transforming Transitions Optical into a more efficient, stronger, global company—one driven by innovation and continuing to offer the most advanced adaptive lens technology worldwide.

We began operations in 1990 with one lens manufacturer partner and cramped office space housing 50 highly engaged people, one portable computer, and an abundance of entrepreneurial spirit. From the start, we've delivered amazing results for our company and our partners. We've been very successful from a growth standpoint—every year between 1990 and 1999 was a record year. On average, we grew at triple-digit rates for the first three years and grew between 20 and 30 percent for the next five years. Key to our success is our focus on four strategic pillars:
• **Technology innovation** – Maintaining a robust and relevant new product pipeline by understanding the needs of consumers and eyecare professionals

• **Brand marketing** – From our days as an industry branding pioneer running television commercials, evolving to our current integrated communications campaigns and cutting-edge consumer and professional engagement programs, Transitions Optical has always prioritized the importance of building brand equity and value to drive eyecare professionals’ recommendation and consumer conversion

• **Distribution** – With our lens manufacturer, optical laboratory, retail and independent partners, working to deliver supply chain enhancements that help reduce their working capital, strengthen their businesses, and enhance their integration of Transitions lenses

• **Operational excellence** – Delivering our products while continuing to improve quality and service to our customers and reduce costs

In 2010, we experienced continued growth. In fact, Transitions Optical achieved record sales and earnings, achieving double-digit improvements over 2009. Our workforce has expanded to approximately 1,800, which is extremely lean, with offices or production facilities (sometimes both) in 24 countries.
Ethics and Compliance

Integrity is a core value at Transitions Optical. Our integrity as a company and our reputation in the optical industry are invaluable, and we have worked hard to establish and maintain them. As an organization, we take steps to ensure that our employees understand our company values and standards for ethical behavior. This includes providing every associate with a copy of our Global Code of Ethics and with online education courses to reinforce the knowledge, understanding, and obligations of the code.

Global Code of Ethics

At Transitions Optical, we expect our employees to comply with local laws while demonstrating the highest level of ethical compliance at all times. The ethical principles that every employee must follow are contained in our Global Code of Ethics, A Guide to Corporate Conduct. This code is the basis of our global ethics and compliance program, and it applies to Transitions people, everywhere and in every circumstance.
Each year we ask Transitions Optical associates to review and reaffirm their commitment to the code by completing an online Global Ethics course. In addition, Transitions Optical has an open-door policy whereby our associates can discuss legal or ethics-related issues with their managers, Transitions legal counsel, human resources, or any member of the leadership team.

Compliance
The Transitions Ethics Hotline provides an anonymous way to report any concern about unethical, illegal, or questionable business activity. To ensure consistent administration around the world, one independent firm manages all incoming calls, no matter where they originate. Representatives are trained to investigate each call, maintain the caller’s anonymity, and bring each situation to an appropriate resolution. The hotline is available to all Transitions Optical associates, as well as to the company’s suppliers and customers.
Environmental and Sustainability Efforts

At Transitions Optical, sustainability is a business strategy. Like any business strategy, it demands a long-term view and multiple commitments. For us, these commitments translate to meeting environmental, economic, and social responsibilities. Each represents an opportunity to engage our employees, contribute to environmental stewardship, and benefit our industry and our company. As an example, reducing the use of natural resources not only conserves them for the future but also helps us decrease operating costs.

As part of our operational excellence strategy, Transitions Optical continues to evolve our ability to meet volume demand while improving how we interface with the environment. Within our manufacturing facilities, we are successfully deploying environmental management and measurement systems, including those required for ISO 14001 certification. Transitions Optical is an ISO-certified organization, and all of our manufacturing sites are certified to both the environmental (14K standard) as well as the quality code (9K standard). Each facility has a leadership team focused on waste reduction and recycling and responsible for communicating local progress to our global resource conservation team and, ultimately, to our worldwide operations team. Throughout the company, teams are devising ingenious methods and sharing best practices to help protect and preserve natural resources. As a result, in 2010 our environmental performance continued to be a model for both environmental compliance and waste reduction.

Reducing Waste

In 2008, the continuous improvement team at Transitions Optical formally recognized the need to identify opportunities to reduce waste in the form of electricity and water usage in our manufacturing facilities. Our goal was to understand electricity and water needs, identify the equipment and activities that required the highest usage, and devise strategies to reduce our consumption. Numerous initiatives were implemented and have produced substantial results.
In 2010, recovery and reuse of wastewater from equipment and rainwater capture for cooling towers and non-potable water systems drove an 16 percent decrease in water usage on a per-lens basis over the prior year. Similarly, we reduced our electricity usage by eight percent per lens, thanks to employee efforts to turn off and turn down equipment on weekends and during non-production times; our increased use of solar energy through photovoltaics; upgrading to energy efficient equipment; and by optimizing our buildings’ energy management systems.

Our employees remained focused on accident prevention, and in 2010 there were no reportable environmental spills or releases.

Reducing Our Carbon Footprint
As we work to minimize our energy consumption, we are also taking steps to reduce our carbon footprint. In 2010, Transitions Optical supported generating renewable energy from wind farms and offsetting our remaining carbon footprint in the U.S. This includes the purchase of Green-e® Energy certified Renewable Energy Certificates (RECs) to match 100 percent of our electricity use at U.S. facilities, and the purchase of Green-e® Climate certified carbon offsets to counteract direct greenhouse gas emissions generated by business-related employee air and car travel. The environmental benefits of our purchase of certified RECs and carbon offsets is equivalent to removing more than 282 passenger cars from roads or planting 1,330 acres of trees.

Recycling
Our goal is to reduce the amount of industrial waste—such as lenses, metal, paper, cardboard, and pallets—that ends up in landfills. Where waste reduction isn’t possible, we are taking proactive steps to recycle it into usable commodities. Over the past three years we have redirected more than 1,500 tons of goods to uses in other industries—goods that would have otherwise seen their life expediency end in a landfill. For example, discarded lenses are being reused as fuel in kilns for power generation or used in the production of non-abrasive paint removers for the aeronautics industry.

At the day-to-day level, individual work groups “save a tree” by bringing their laptops to weekly meetings so they can follow the agenda on their screens rather than print out page after page of paper. Various departments have set up battery recycling bins to reduce the number of batteries—along with their heavy metal and toxins content—that are disposed of as municipal waste. Across our company, there are many stories of successful sustainability initiatives. Here are just a few.

Lowering Shipping Costs and Carbon Emissions
Transitions Optical has adopted a hybrid sea-and-air shipping model, moving our product by sea instead of air whenever viable. Besides being more economical, shipping goods by sea helps to lower CO₂ emissions. In fact, industry experts estimate that moving cargo by sea freight will lower carbon emissions by up to a factor of 20 times less than if the same cargo were
Environmental and Sustainability Efforts, continued

transported by air. At Transitions Optical, we have been able to reduce our carbon emissions by over 90 percent for selected finished goods by redirecting our transportation mode from air cargo to sea freight.

Ireland’s Energy Efficiency Leader

Through an upgrade and optimization of its building management system, our Transitions Optical facility in Tuam, Ireland, decreased its total electrical consumption by 46 percent versus three years ago, reducing the energy needed to produce each lens by 35 percent. That amounts to nearly $230,000 USD in annual energy savings. In 2007, cooling costs at the plant represented 15 percent of overall annual electrical costs. In 2010, by using only the minimum cooling required at any given time, cooling costs are only about eight percent of overall electrical costs. Other conservation measures at the facility include utilizing an on-site water well and reusing clean process water for non-critical applications.

Lighting the Way in Thailand

At our manufacturing facility in Chonburi, Thailand, we replaced the lighting system with a new, more energy efficient one to cut operational costs and enhance lighting quality. We also installed variable-speed drives on air conditioning chillers and water pumps to reduce chiller water flow. In the water pump area alone, annual energy savings amount to more than $5,000 USD. There, employees also reuse clean process water for non-critical applications.

Using Their Nozzle in the Philippines

At our Laguna, Philippines facility, Transitions Optical employees reduced their water use by replacing the nozzles in their process equipment with lower-volume nozzles. They also reuse clean process water for sewer systems. And, by utilizing energy efficient air conditioning systems, teams are reducing energy use at the plant while ensuring production continuity.

A Cool Idea in Brazil

To reduce the energy needed to air condition our plant in Sumare, Brazil, Transitions Optical employees repainted the roof with white ceramic insulating coating to keep it cooler. Tests showed that the decrease in temperature amounted to approximately five degrees Celsius. On top of that, they devised a way to reuse clean process water to spray the roof, further reducing its temperature.

Captured in Florida

Across an array of equipment at our Pinellas Park, Florida facility, we’ve installed variable-speed motor drives to save energy while matching system demand. We’ve lowered the ductwork in the ceilings in our manufacturing facility to provide more efficient airflow. And, our rainwater recovery system allows us to capture rainwater to supply water to our cooling towers for air conditioning—along with the potential to save 1.5 million gallons of water a year.
Employees and Workplace

In an organization that has grown as rapidly as Transitions Optical, the question of sustainability is an important one. How do we sustain growth and the highest levels of quality and service? How do we build upon our strengths? The answer, we’ve found, lies in our people. It’s why everything we do at Transitions Optical—from an organizational structure, talent optimization, and engagement standpoint—revolves around them. Quite simply, we make sure that we have the right organization with the right people in the right positions, and that we constantly engage our people to maximize their success—and ultimately, the success of our company.

Safety First

At Transitions Optical, we are committed to maintaining a safe and healthy workplace for our employees. Our safety record reflects the results of our focus on the value of the environment, health, and safety of our employees, and our ongoing goal of zero accidents. In 2010, we had three OSHA classified recordable accidents, up from two the previous year. Our injury cases have been reduced by 66 percent from 2007 and more than 90 percent over the past ten years.

To prevent serious injuries and their consequences, we conduct a Behavior Accident Prevention Process (BAPP). BAPP identifies at-risk behaviors and engages our employees in accident prevention activities. Our intervention and training programs are designed to help employees know what is expected of them, give them the tools and knowledge to perform their jobs safely, and provide them with contacts for questions about their safety and health.
In addition, all employees are encouraged to participate in wellness activities, and each manufacturing facility conducts several wellness initiatives each year. Among the 2010 activities were “Eat Less, Exercise More,” “Walk A Week,” “Stress Management,” and soccer and volleyball matches with regional teams competing for fun.

Valuing Diversity

Transitions Optical has a truly global workforce, encompassing an array of cultures, ethnicities, backgrounds, experiences, and perspectives. Fifty-two percent of our employees are women. We believe that diversity—differences in people that are internal, external, organizational, or personality-driven—adds value to our business. Diversity of thought and style fosters breakthrough thinking, teamwork, and growth. Every senior leader at Transitions Optical is committed to demonstrating progress toward promoting a diverse workforce. This focus on diversity is driven throughout the organization by an array of supporting programs and processes, from recruitment to employee development and career advancement to engagement and accountability.

Transitions Diversity Advisory Board

Transitions Optical has long embraced diversity in our advertising and marketing campaigns. In 2010, we formed the Transitions Diversity Advisory Board as an outreach initiative to eyecare professionals in the United States. The board is comprised of professionals who have expertise in groups such as Hispanic Americans, African Americans, and Asian Americans. Transitions Optical works closely with board members to ensure our communications are culturally sensitive and appropriate. The board also oversees professional training and education, as well as bilingual and in-language patient education and resources.
Engaging Employees

At Transitions Optical, employee engagement not only makes our company a more fulfilling place to work, it is also an extremely powerful business advantage. Engaged employees are more productive and less likely to have accidents on the job, and they help the company be more profitable. Transitions Optical began formally managing and measuring employee engagement in 2003. At that time, 22 percent of our employees who responded to the survey were engaged; by 2006, that number had risen to 36 percent. In 2010, a full 64 percent of employees were engaged.

The response rate for our annual engagement survey was 94 percent. As important, managers were 97 percent compliant with delivering the results of the survey and devising individual teams action plans in response to findings.

The following awards serve as acknowledgement that an engaged workforce is among the most powerful forces companies can harness today. They represent just two forms of recognition of how Transitions Optical engages employees company-wide in order to drive real business outcomes.

Gallup Great Workplace Award

In 2010, the Gallup organization announced that Transitions Optical had received its “Great Workplace Award.” Based on rigorous workplace research, the award honors companies whose employee engagement results demonstrate that they have the most productive and engaged workforces in the world. Among over 30,000 “business units” in Gallup’s database, only 25 were recognized with this prestigious award. Companies are judged on multiple criteria including response rates, overall engagement levels, and evidence of engagement’s impact on performance. Applicants’ results are compared across Gallup’s workplace research database, composed of millions of work teams in more than 150 countries. A panel of workplace experts gives a final evaluation of the company’s portfolio, including both quantitative and qualitative components.

Florida’s Best Companies to Work For

In 2010, Transitions Optical was recognized as one of the “Top 100 Best Companies to Work For in Florida” by Florida Trend. The ranking was based on the results of a two-part survey process. The first part consisted of evaluating each company’s workplace policies, practices, philosophy, systems, and demographics. The second was an employee survey to measure employee satisfaction. The combined scores determined the top companies and the final ranking.
Community Involvement and Social Performance

Our social mission at Transitions Optical is to raise awareness about the importance of healthy vision. Together with our industry partners, we work worldwide to promote healthy sight and wellness through outreach, education, and support of global organizations that share in our mission. On a local basis, promoting healthy sight provides the focus for engagement in our communities. We also support projects that benefit communities and reflect the interests and values of our company and our associates.

Transitions Healthy Sight for Life Fund™

Sight is one of our most valued senses, but all too often people forgo the steps necessary to achieve and maintain the best vision possible. Some do not have the resources for proper vision care, while others simply don’t know what to do. The Transitions Healthy Sight for Life Fund strives to help more people establish healthy eye habits today so they can enjoy healthy sight for a lifetime. Through the fund, we support global, regional, and local charitable organizations that help create awareness of the need for eye exams, eye protection, and the enhancement of visual quality, and those that are working to eliminate preventable blindness.

The fund provided grants to national charities in the United States (Prevent Blindness America and Foundation for Eye Health Awareness) and Canada (Canadian National Institute for the Blind and Eye Disease Foundation) as well as 22 grants for local charities serving communities around the world. The fund supports the next generation of eyecare professionals through scholarships and makes available marketing and educational materials that address the importance of healthy sight.
Through the fund, we also conduct research in healthy sight awareness. For example, a recent survey of 10,000 people in Brazil, France, Germany, Italy, Portugal, Singapore, Spain, South Africa, the United Kingdom, Australia, Japan, and the United States revealed that while many people know that ultraviolet radiation can be harmful to the skin, few know that it can also harm the eyes.

Transitions Optical in the Community

Transitions Optical encourages employee volunteerism, including our leaders’ involvement with nonprofit organizations. The following individuals served on nonprofit boards in 2010:

Rick Elias, CEO - Prevent Blindness America; International Council of Tampa Bay; Board of Trustees of the University of Tampa

Dave Cole, COO - Prevent Blindness Florida and The Vision Council

Fred Brais - account manager, Essilor, Canada - Eye Disease Foundation of Canada

The company is involved in a number of other initiatives that serve communities both real-world and virtual.

Eyenstein is Transitions Optical’s and VSP® Vision Care’s state-of-the-art mobile eyecare clinic that travels across the United States to communities in need to educate them about the importance of proper eyecare and eyewear. Since the start of the Transitions Optical and VSP partnership in 2009, Eyenstein has brought healthy sight to hundreds of adults and children nationwide. By the end of 2010, the VSP Mobile Eyes program totaled close to 400 VSP doctors who volunteered their time participating in 200 events, helping more than 20,000 people to see better.

Transitions Optical also partners with Bess the Book Bus, a Tampa-based mobile literacy outreach program that has been distributing children’s books and hosting readings for underprivileged children since 2004. With help from Transitions Optical as the lead sponsor in 2010, Bess toured the country distributing more than 65,000 books to more than 10,000 underprivileged children in 37 states, while educating children, parents, and teachers about the important connection between healthy vision and reading and learning.
In honor of Jennifer Frances, the founder of Bess the Book Bus, we “adopted” the West Shore Elementary School in Tampa, Florida, providing nearly 400 students with free eye exams and prescription eyewear fitted with Transitions lenses for those children who required it.

As part of our ongoing initiative to deliver the message of the importance of healthy sight and proper eye health habits, especially early on, Transitions Optical has entered into a multi-year partnership with More Health, a nonprofit organization that offers high energy, interactive health education for children, teens, and families. In 2010, we provided schools in two Tampa area counties with hands-on lessons and demonstrations about developing healthy vision habits. Our online outreach program called eyedidntknowthat.com makes healthy sight awareness fun for kids of all ages through games and quizzes, and provides parents, caregivers, and teachers with other creative educational materials including classroom lesson plans.

Promoting Healthy Sight Around the Globe

Following are just a handful of examples of 2010 healthy sight initiatives sponsored by the company and led by Transitions Optical associates.

Diabetes-Related Eye Condition Awareness in Latin America

Transitions Optical sponsored an information booth at the National Walk for Patients with Diabetes in Mexico City. There, more than 4,000 people had the opportunity to learn about the prevention of eye conditions related to diabetes.
Helping Children Protect Their Eyes in China

For the fifth year, Transitions Optical partnered with a local eye hospital to present Shanghai Sunrise Sponsorship, a program designed to raise awareness of the need for children to protect their eyes from ultraviolet rays. Through the program, Transitions Optical provides free eye exams and Transitions lenses for up to 500 children annually.

Involving Opticians in France

2010 marked the third year of Transitions Optical's partnership with the Centrale Des Opticiens (CDO) and the Institute and Center of Optometry (ICO) in "Vu Du Cœur," a program designed to encourage opticians' participation in helping the underprivileged in France, India, and Mali to receive quality eye care. "Vu Du Cœur" has conducted approximately 10,000 vision screenings, referred patients to 1,600 ophthalmologists, and supplied 2,500 people with appropriate corrective eyewear. In 2010, 136 opticians joined the program.

Eye Health Awareness Among African Americans

Transitions Optical partnered with the National Council of Negro Women (NCNW) in its 25th Annual Black Family Reunion Celebration in Washington, D.C. At the Health and Wellness Pavilion, we distributed educational materials aimed at elevating eye health awareness for people of all ethnicities, and through a local retail partner, America’s Best, provided free vision screenings.

Supporting OneSight® Around the World

OneSight, a Luxottica foundation, is a family of charitable vision care programs dedicated to improving vision through outreach, research, and education worldwide. Transitions Optical supports OneSight in efforts such as the collection of gently used eyeglasses for its international clinics. In addition, consumers who purchase Transitions lenses receive a Certificate of Authenticity, which provides for a donation from Transitions Optical to OneSight upon registration.

Primary-School Student Screenings in Canada

In both Quebec and Ontario, Transitions Optical supported the Eye Disease Foundation's "Join and See" primary-school tour, in which an estimated 2,000 children receive free vision screenings each year. Children who demonstrate the need for a more thorough exam receive additional support through the sponsorship of visits to eyecare professionals and eyeglasses, if prescribed.
A Helping Hand for Communities

Everywhere we have a presence, Transitions Optical associates are dedicated to enhancing the quality of life in their communities. They give their passion, time, and resources where they live and work, and they also offer help to improve conditions in areas that have been hard-hit by natural disaster. Each facility has a team that facilitates charitable initiatives in its community; each operates independently but is driven by a common goal: making a difference for the better.

In the Philippines in 2009, Typhoon Ketsana caused severe flooding and devastation, which affected many of our Transitions Optical associates in the country. Through the contributions of our employees globally and matching gifts from the company, we were able to donate $22,440 USD to assist those in need. In turn, when Haiti experienced a catastrophic earthquake in 2010, 600 Transitions Optical employees in the Philippines participated in activities that raised $3,000 USD to help the earthquake victims—in our employees’ words, “reciprocating the kindness.”

In the Philippines in 2010, Transitions Optical associates paid holiday visits to cheer young special education students at the Binan Elementary School. In Sarasota, Florida, Transitions Optical teams built playhouses for a local daycare center, embellishing one with a magnificent hand-drawn Cinderella. At Pinellas Park, Florida, the “CARES” team adopts five local organizations each year, collecting donations and raising funds for the purchase of much-needed items for residents of local homes and shelters and for military families who are apart during the holidays. Some of the efforts are funded by employee recycling of used metals and pallets, which yielded more than $4,000 USD in 2010.
For questions about this Corporate Sustainability Report, please contact:

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