



9<sup>th</sup> February 2009

## **TRANSITIONS OPTICAL ANNOUNCES PGA TOUR PROFESSIONALS AS HEALTHY SIGHT AMBASSADORS**

Following the announcement of Transitions Optical's four-year title sponsorship of the PGA TOUR event at Innisbrook Resort and Golf Club (March 16<sup>th</sup> – 22<sup>nd</sup> 2009), Transitions Optical now has two PGA Tour professionals, Trevor Immelman and Kenny Perry as its Healthy Sight Ambassadors.

The event, renamed as the *Transitions Championship For Healthy Sight*, will help raise awareness of the need for healthy sight, importance of vision care and the benefits of sight-enhancing vision wear like Transitions® lenses. Trevor Immelman and Kenny Perry, both professional golfers on the PGA Tour ranked within the top 25 in the world, will 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 creates a unique and relevant platform to educate golfers of 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 a 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,” 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.

For more information, visit: [www.TransitionsChampionship.com](http://www.TransitionsChampionship.com)

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### **About Transitions**

Transitions Optical, is the leading provider of photochromic lenses.

Transitions Optical's core product line, Transitions® lenses are the No.1-recommended photochromic lenses worldwide. As higher-performing everyday lenses, Transitions lenses change from clear indoors and at night, to sunglass dark outdoors in proportion to the intensity of UV light. Transitions Optical also offers several special-purpose lenses that change from a tinted state indoors to a darker state outdoors when activated by UV light. These lenses are marketed as Activated by Transitions™.

For more information about the company and Transitions lenses, visit [www.transitions.com](http://www.transitions.com) .