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## TRANSITIONS OPTICAL ANNOUNCES NEW SUNWEAR BRAND

Transitions Optical has announced plans to extend its photochromic technology to more consumers through increased focus on the sunwear category, unveiling the **Transitions® SOLFX™** sunlens brand. **Transitions® SOLFX™** sunlenses are plano and prescription lenses that help enhance visual performance by optimising colour, tint (ability to go from dark to darker) and polarisation to meet specific needs and help wearers look great, see better and perform their best.

Transitions Optical is currently working with a number of partners to introduce new dynamic sunwear options under the **Transitions® SOLFX™** sunlens brand. One such development in the sports category has been tested this week with several PGA TOUR players - including top 25 world players Kenny Perry and Trevor Immelman - at the Transitions Championship for Healthy Sight, the PGA Tour event in Florida. The product is designed to improve golfers' performance by providing them with the best possible vision on the course. More details to be unveiled later this year.

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