



For Immediate Release

TRANSITIONS OPTICAL ANNOUNCES LAUNCH OF HEALTHY SIGHT INSTITUTE

Global Initiative Dedicated to the Protection and Preservation of Healthy Sight for all People

PARIS, October 31, 2008 – Transitions Optical, Inc. unveiled the Healthy Sight Institute during the SILMO international exhibition today, announcing this educational and learning resource for health and vision care professionals worldwide. Supported by Transitions Optical, the Healthy Sight Institute is guided by a Global Steering Committee of more than 25 health and eyecare professionals and is dedicated to the protection and preservation of healthy sight for all people.

In its first phase, the Healthy Sight Institute will serve as a dynamic knowledge center for professionals in the form of an online resource center (www.healthysightinstitute.org), making available a comprehensive range of preventive eye health and vision care information and resources. The site will be a rich source of clinical updates and publications, professional education courses and public education tools. Drawing on the expertise of its geographically diverse and multidisciplinary Steering Committee, the Healthy Sight Institute Web site will also provide a forum for education and collaboration among health and vision care professionals, optical industry leaders, policy makers, and the public for a wider understanding of proactive and preventive eyecare choices.

The Healthy Sight Institute acknowledges the strong link between healthy sight and overall health and wellness, and aims to provide tools and an environment to facilitate vision and health care professionals' opportunity to increase their patients' overall quality of

life through achieving and enjoying healthy sight. Much like physical fitness, vision fitness functions as a cornerstone for health and well-being in many other aspects of life.

In addition to the Web site, the Healthy Sight Institute will develop specific initiatives to address issues that impact vision and healthy sight. Initially, the Healthy Sight Institute will address issues facing women and children.

“I am honored to be working with Transitions Optical and the Healthy Sight Institute to raise public awareness about the prevention and treatment of vision loss,” said Sheila Johnson, renowned philanthropist and Healthy Sight Ambassador during a keynote address at today’s press event. “For years I have worked to fight global poverty and improve the financial, emotional and physical health of women and children around the world. Eyesight is critical to their ability to lead productive lives and be invested in their futures. As a higher-risk group for poor eye health, women and children must be central to our campaign of education and action.”

Bette Zaret, senior vice president of global marketing, Transitions Optical, explained how she believes the Healthy Sight Institute can help. “Our hope for the Healthy Sight Institute is that it will serve as a valuable forum for delivering education and promoting collaboration in the quest to elevate the importance of vision enhancement and protection, giving vision care the attention it deserves as a critical global health issue,” said Zaret. “That’s why Transitions Optical is supporting this endeavor, and has played an important first step in bringing together this group of esteemed health care and vision care professionals from around the world to share their expertise and to hopefully drive positive change.”

The Healthy Sight Institute Steering Committee members in attendance at the event included Robert Chappell, OBE, MPhil, DSc(hon), FCOptom, president, World Council of Optometry, United Kingdom; Joseph Colin, MD, PhD, chairman of the Department of Ophthalmology at Bordeaux University Medical School; Pier Enrico Gallenga, MD, PhD, head,

Institute of Ophthalmology of the G. d'Annunzio University of Chieti, Italy; John Marshall, PhD, FRCPath, Frost Professor of Ophthalmology and chairman of the Academic Department of Ophthalmology, St. Thomas' Hospital, United Kingdom; Kovin Naidoo, OD, MPH, global programs director, International Centre for Eyecare Education (ICEE) and associate professor at the University of KwaZulu Natal, South Africa; Susan Stenson, MD, FACS, clinical professor of Ophthalmology, New York University School of Medicine, United States; and Jeffery Weaver, OD, MBS, MS, FAAO, Director Clinical Care Group of the American Optometric Association, United States.

Official Web Site

The depth of the Healthy Sight Institute's resources can be accessed through its official Web site at www.healthysightinstitute.org. This includes courses and papers for continuing education, links to related sites for additional resources, and tools that can be shared with patients and in communities to raise awareness of a multitude of eye health and vision care issues. All materials are downloadable from the Web site, free of charge, as part of the Healthy Sight Institute's commitment to education.

"We believe that the Healthy Sight Institute Web site and the resources available through it will benefit professionals around the world by serving as a centralized bank of credible eye health and vision care research and specialized education," said Robert Chappell in providing an overview of the site. "The intention is to develop and expand the site as members of the Healthy Sight Institute Steering Committee and fellow professionals around the world collaborate to share knowledge on areas of interest."

The Web site includes resources and information regarding a variety of issues that health and vision care professionals may encounter when striving to provide optimal care for their patients. These topics include immediate concerns for patients – such as visual acuity, glare, medication interaction and cosmetic concerns – as well as long-term issues such as

UV damage, eye disease and occupational factors. The Web site houses a cache of information about eye conditions and diseases, and will explore the connection between eye health and overall health. It also provides preventive vision care recommendations for higher-risk patient groups such as women, children, the elderly, diabetics, patients undergoing surgery and patients using medications that may affect their vision.

Web site visitors can register to receive updates and seek involvement in Healthy Sight Institute activities.

Special Focus – Women and Children

Over time, a number of key and current global issues affecting healthy sight will be advocated through public health and grass roots initiatives. Initially, the Healthy Sight Institute will place special emphasis on issues affecting the higher-risk groups of women and children.

Immediately following the launch announcement and press event, several Healthy Sight Institute Steering Committee members participated in a roundtable discussion on this topic. The panel discussion, titled “Global Health Needs of Women and Children” sought to draw on the participants’ expertise to identify both the factors that put women and children at higher risk for various eye conditions and diseases and necessary conditions to influence positive change. The roundtable discussion will form the basis for an initial position paper to be shared through the Healthy Sight Institute Web site in coming months.

As event moderator and Healthy Sight Institute Steering Committee member Kovin Naidoo, explained, “Women and children are such an important group to focus our education efforts on, because they are at a higher risk for numerous threats to eye and overall health, and share a disproportionate burden in terms of the consequences these dangers can pose to daily productivity, education, social acceptance and life itself.”

Susan Stenson added, "The issue of women's health is not just about women, as it often becomes an issue of family health, since women are typically the health care managers for their families."

About the Healthy Sight Institute Steering Committee

The Healthy Sight Institute Steering Committee is comprised of leading health care and vision care professionals from around the world. With a multidisciplinary diverse approach to eye health and wellness, the Healthy Sight Institute Steering Committee draws from professionals with expertise in a variety of specialties related to both eye health and overall health.

Visit www.healthysightinstitute.org for current Healthy Sight Institute Steering Committee member information.

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