



September 2009

TRANSITIONS OPTICAL APPOINTS NEW GENERAL MANAGER IN EUROPE, MIDDLE EAST AND AFRICA

Transitions Optical, the leading global provider of photochromic lenses, has appointed Lindsay Brown to the position of General Manager, EMEA (Europe, Middle East and Africa). As a key member of the Global Leadership Council (GLC), he will provide leadership and direction to the regional commercial, marketing, and operations organisations ensuring alignment and execution of principal business objectives. “His optical industry expertise and extensive insight into the requirements of the EMEA market will be invaluable to positioning the EMEA businesses for continued growth,” said Brett Craig, President, Transitions Optical. “I look forward to the challenges that will come with my new role, as well as the opportunities and successes that lie ahead for our company and our partners,” added Lindsay Brown.

Lindsay Brown joined Transitions in 2005 as Business Director for the UK, Nordic and Baltic regions. He was promoted to his current role as Transitions EMEA Commercial Director in January 2007. Prior to joining Transitions, Lindsay Brown worked with a major optical retailer, where he held the position of Managing Director. Previously, he was in private practice in South Africa, where he owned a chain of optical outlets. Lindsay Brown holds a Bachelor of Science degree from the University of Port Elizabeth and is a qualified optometrist.

– ENDS –

Notes for editors:

About Transitions

Transitions Optical was the first to successfully commercialize a plastic variable tint lens in 1990. As the leading global provider of variable tint lenses, Transitions Optical offers the most advanced variable tint technology in the widest selection of lens designs and materials.

Transitions® lenses are the #1-recommended variable tint lenses worldwide. They are convenient everyday clear lenses that darken and adapt to changing light outdoors to reduce glare and continuously block 100 % of harmful UVA and UVB rays, helping to protect and preserve the health and eyes well-being.

For more information about the company and Transitions lenses, visit Transitions.com

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