



9<sup>th</sup> March 2009

## **TRANSITIONS OPTICAL GOES WILD AT MIDO**

MILAN, Italy, March 6, 2009 - At the MIDO International Exhibition, Transitions Optical invited industry professionals to explore the Transitions jungle-themed booth to preview its newest television commercial and discover the amazing Transitions VI<sup>®</sup> lenses.

Continuing the theme of the 2008 campaign, the commercial features the story of a wildlife reporter whose passion is all about capturing the beauty of nature and sharing his vision. Just as he relies on his eyes for his work, he relies on Transitions<sup>®</sup> lenses to enjoy the quality of his vision and to protect his eyes from glare and UV rays.

This new TV film is set in a stunning jungle and reinforces the fact that wearing Transitions lenses helps care for your sight, so you can live your vision – just as the narrator is doing while capturing the natural wonder of our planet. Bringing to life Transitions lenses' new campaign theme "Live Your Vision", the TV campaign also continues to highlight the importance of healthy sight.

The television advertising, which will reach millions of consumers across Europe, Middle-East and Africa, encourages viewers to seek more information about Transitions lenses from their opticians. Opticians will be able to download a copy of the commercial on [www.transitions.com](http://www.transitions.com), which they could show on a TV screen in their store.

MIDO visitors were also given the chance to learn more about the new Transitions<sup>®</sup> VI, Transitions Optical's most advanced performing lenses for healthy sight, available across all major lens materials and designs from the world's leading lens distributors. Setting new standards of advanced performance, Transitions VI lenses provide even more visual quality, visual comfort and eye protection than ever before.

Transitions VI lenses offer:

- Enhanced clarity and indoor vision experience.
- Enhanced glare reduction for improved everyday vision and comfort as they turn darker outdoors in both moderate and hot temperatures.
- Enhanced protection, not only blocking 100 % of harmful UVA and UVB rays, but also providing UV 400 protection, to help preserve healthy sight for tomorrow.
- Consistent performance across all indices and materials, also being compatible with anti-reflective coatings from leading lens manufacturers.

In addition, to celebrate the launch of the Transitions VI lenses, attendees who visited the Transitions booth were encouraged to participate in the BET VI Contest and get the chance to win an eye-catching 60" Plasma Television.

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### **About Transitions**

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

Transitions® lenses are the #1-recommended photochromic lenses worldwide. Clear indoors and at night, they automatically and quickly adjust to changing light outdoors to reduce glare thus enhancing the quality of your vision and helping to reduce eye strain and fatigue. Transitions® lenses continuously block 100 % of harmful UVA and UVB rays, helping to preserve the health and well-being of your eyes.

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

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