



TRANSITIONS OPTICAL KICKS OFF NEW PARTNERSHIP WITH ECOO

PARIS, June, 2009 –Transitions Optical is announcing a partnership with the esteemed European Council of Optometry and Optics (ECOO), a confederation of national organisations representing optometrists and opticians from 30 countries in Europe. Established in 1992, ECOO aims to promote eye health to the public across borders and to harmonise clinical and educational standards of optometric and optical practice throughout Europe. “Partnering with ECOO aligns well with our company’s mission. This partnership will enhance Transitions Optical’s ongoing initiatives to help elevate awareness of the need for healthy sight, the importance of vision care and the benefits of sight-enhancing vision wear,” said Emmanuelle Ribot-Mariotte, ECP Marketing Manager, Transitions Optical EMEA.

Through this partnership, ECOO will incorporate within its online newsletter - www.ecoo.info - a new “Partner in Education” section, featuring content from the Transitions Healthy Insights education newsletter that covers healthy sight topics and product information. ECOO will also review and endorse Transitions’ Teacher Guide of the School Program aimed to educate on healthy sight and prepare the next generation of opticians and optometrists. In addition, ECOO will acknowledge Transitions Optical as a sponsor in its official publications and Website. “As a global education leader, Transitions remains strongly committed to providing professional education, tools and increased accessibility to news and information to support optometrists and opticians in delivering healthy sight to their patients. Transitions Optical has undertaken several initiatives to achieve this goal. This sponsorship gives us the opportunity to intensify our efforts for greater impact,” explained Emmanuelle Ribot-Mariotte. “ECOO is pleased to be associated with Transitions Optical in diffusing information about the reasons and

need for protection of the eyes. The education of students and children at school (as well as the general public) is an important challenge for everybody working in the field of eye healthcare. Transitions Optical is to be congratulated on taking this initiative and deserves success,” added Wolfgang Cagnolati, President of ECOO.

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Notes for editors:

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. Transitions lenses are convenient everyday clear lenses that darken and adapt to changing light outdoors to reduce glare and help protect from harmful UV rays, so you can achieve and enjoy healthy sight - seeing better today and tomorrow. They continuously block 100 % of harmful UVA and UVB rays, helping to protect and preserve the health and well-being of your eyes.

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

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