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16th September 2009

TRANSITIONS OPTICAL EXPANDS SUNWEAR TEAM TO INCREASE GLOBAL REACH

Transitions Optical has appointed **Roland Allen** as **Director, Sunwear - EMEA & Asia Pacific**. In this newly created role, Roland will be responsible for the development and launch of Transitions SOLFX products with existing and new partners, alignment with Transitions Optical commercial teams and expanding demand for the Transitions SOLFX brand. Roland will report directly to Grady Lenski, Director, Transitions Sunwear.

As previously announced in September 2008, Transitions Optical established the Transitions Sunwear business as a separate, but adjacent, product category based on the tremendous opportunity to expand and grow the business globally. To date, Transitions Optical has seen great progress in this adjacent business including the launch of the Transitions® **SOLFX™** brand. Transitions SOLFX sun lenses are dark to darker photochromic lenses available in RX, Plano and Visors.

The global Transitions **SOLFX™** portfolio now includes:

Oakley® Transitions® SOLFX™
Drivewear® Transitions® SOLFX™,
iRx® Polaroid® Transitions® SOLFX™,
Essilor Definity® Fairway™ Transitions® SOLFX™,
and most recently ShieldTech® Transitions® SOLFX™ motorcycle visors.

Roland joins the Sunwear team from the Transitions Optical - Northern European team, where he was most recently the Business Director since July 2007. Roland Allen comments, "The Sunwear business is an exciting addition to the Transitions Optical product portfolio, we can now offer a range of dynamic product solutions for prescription and non prescription consumers. The recent launch of the Shieldtech Transitions SOLFX motorcycle visors has generated a lot of buzz and we are already in discussions about a range of new Transitions SOLFX products in Sun RX, Sun Plano and visors. There is tremendous opportunity, we intend to replicate the core Transitions model in Sunwear and deliver additional revenue across the whole industry."

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