



FOR IMMEDIATE RELEASE

CONTACT: Dan McLean
Transitions Optical
(727) 545-0400 ext. 7502
dmclean@transitions.com
or
Rachel Hopkins
Burson-Marsteller
(412) 519-9040
rachel.hopkins@marsteller.com

**Transitions Optical to Honor Those Who Serve Locally During the
Transitions Championship**

***Local Company Offers Pinellas County Law Enforcement, Rescue, Fire and School
Employees Complimentary Tickets to Golf Tournament***

PINELLAS PARK, Fla., March 11, 2009 – Transitions Optical announced today that it will provide complimentary tickets to Pinellas County law enforcement, rescue, fire and school employees to attend the Transitions Championship – a PGA TOUR event held at Innisbrook Resort and Golf Club, March 16 – 22.

“This event is the perfect chance for Transitions to give back to the Tampa Bay area and to highlight our local community,” said Brett Craig, president, Transitions Optical. “We hope this event will help to showcase to the world the phenomenal Tampa Bay area and all the people that make this community such a great place to live and work.”

In the first year of a multi-year title sponsorship, Transitions Optical continues to underscore the importance of connecting with the local community that is home to its world headquarters and to more than 400 employees. The Transitions Championship is an event that will shine a global spotlight on the Tampa Bay area and help educate consumers locally and around the world about the importance of healthy sight.

"In just their first year as title sponsor, Transitions has made great strides to elevate this event to new levels," said Gerald Goodman, tournament director, Transitions Championship. "They have shown a commitment to involving the community in many ways, including offering complimentary tickets to many individuals who serve the Pinellas County community

-more-



Transitions – 2

as well as presenting 'Healthy Lifestyles in Sight' during Transitions Championship week – which will offer consumers of all ages an exciting series of educational and entertaining activities demonstrating the connection between healthy sight and an overall healthy lifestyle."

Transitions Optical is proud to sponsor the Transitions Championship, which tees off March 16 – 22, 2009 at the Innisbrook Resort and Golf Club in Palm Harbor, Fla. To purchase tickets, visit www.transitionschampionship.com or your local Publix Super Market, or call the tournament office at 727.942.5566.

About The Transitions Championship

The Transitions Championship is a 72-hole official PGA TOUR event played on the famed Copperhead Course at Innisbrook Resort and Golf Club in Palm Harbor, Florida. Transitions Optical is the title sponsor of the PGA TOUR event, which draws a field of 144 of the finest golfers from around the world. The Transitions Championship benefits more than 150 Tampa Bay area charities and has contributed more than \$7 million in the last four years. The upcoming Transitions Championship will be the ninth PGA TOUR event sponsored by The Copperheads since 2000 (the 2001 tournament was cancelled following the attacks of 9/11). The tournament tees off March 16-22, 2009 and will include a week of tournament-related activities reinforcing the connection between healthy sight and an overall healthy lifestyle.

About Transitions Optical, Inc.

Transitions Optical is a joint venture of PPG Industries, Inc. and Essilor International. The first to successfully commercialize a plastic photochromic lens in 1990, today the company is a leading provider of photochromics to optical manufacturers worldwide. Transitions Optical offers the most advanced photochromic technology in the widest selection of lens designs, materials and brand names.

Transitions® lenses are the ideal everyday choice for healthy sight. They are clear indoors and at night. Outdoors, they automatically darken as light conditions change. Transitions lenses provide visual comfort, and enhance visual quality by reducing glare and enhancing contrast, helping you to see better today. Transitions lenses block 100 percent of harmful UVA and UVB rays – helping to protect the health and wellness of your eyes – so you can see better tomorrow as well.

For more information about the company and Transitions lenses, the first to earn the American Optometric Association's Seal of Acceptance for Ultraviolet Absorbers/Blockers, visit Transitions.com or contact Transitions Optical Customer Service at (800) 848-1506 (United States) or (877) 254-2590 (Canada).

###