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Transitions Optical gives soccer fans the opportunity to win the ultimate soccer trip

Watch and Win Sweepstakes kick-off during debut of first Transitions TV commercial in Spanish



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PINELLAS PARK, FL., March 28 /HISPANIC PR WIRE-PR Newswire/ -- Beginning on Sunday, March 30, Transitions Optical airs its first commercial in Spanish, giving U.S. soccer fans the opportunity to score a goal while watching the commercial. The ad will run on Sundays during the Telefuturo broadcast of Major League Soccer games. To score the goal on the "Transitions Watch and Win Soccer Sweepstakes," fans will need to keep their eye on the commercial, and then go to <http://www.transitions.com> to participate.

The winner and three guests get a three day, two night trip to Los Angeles from November 22 to 24, 2008 which includes the opportunity to attend a Los Angeles area event. The exciting stay includes limousine transportation, airfare, hotel and dinner for four. Weekly prizes of a soccer jersey, soccer balls and sports duffle bag will be awarded through the 33 weeks of the sweepstakes.

“ Our new commercial in Spanish focuses on how precious healthy sight truly is and we would like to highlight this educational message while giving fans an opportunity to score a true goal and have fun with family or friends ”

"Soccer is a passion for Hispanics and to enjoy it is important to have healthy sight," said Martha Rivera, Hispanic Segment Market Manager. "Our new commercial in Spanish focuses on how precious healthy sight truly is and we would like to highlight this educational message while giving fans an opportunity to score a true goal and have fun with family or friends."

While visiting <http://www.transitions.com> to participate on the "Transitions Watch and Win Soccer Sweepstakes," fans will have the opportunity to learn how to protect their eyes from ultraviolet radiation. "Soccer fans pass their enthusiasm for the sport from generation to generation, therefore, healthy sight is important as is protecting the eyes from the cumulative effects of UV light," said Rivera.

Complete rules, restrictions and a registration form are available on the Website. The sweepstakes starts on Sunday, March 30, 2008 and ends on Saturday, November 1, 2008.

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 supplier of photochromics to optical manufacturers worldwide. Transitions Optical offers the most advanced photochromic technology and the widest selection of lens designs, materials and brand names.

Transitions(R) lenses are as clear as regular eyeglass lenses until dangerous UV rays are present. Then, the brighter the sun, the darker they get - getting as dark as sunglasses, providing protection in bright, glaring light. Since Transitions lenses darken only as much as needed, they can be worn comfortably year-round to provide convenience and 100 percent automatic UVA/UVB and glare protection every day - sunny, cloudy or in between.

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](http://www.transitions.com) or contact Transitions Optical Customer Service at (800)



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848-1506 (United States) or (877) 254-2590 (Canada).

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