



CONTACT: Karen O'Brien
Superior Vision Services, Inc.
916-859-6229
kobrien@superiorvision.com

Mary O'Hara
Transitions Optical, Inc.
727-545-0400 ext. 7431

SUPERIOR VISION AND TRANSITIONS OPTICAL PARTNER TO PROMOTE EYE HEALTH

Vision Plan Covers Transitions® Lenses at Savings to Members

RANCHO CORDOVA, Calif., October 23, 2007 – Superior Vision Services, Inc., a leading provider of managed vision care plans, and Transitions Optical, Inc., provider of the #1-recommended photochromic lens worldwide, have entered into a marketing agreement that will drive a co-branded message promoting the importance of eye health among Superior Vision members. The partnership will include a number of educational initiatives to build awareness about the ability of premium lens options to enhance and protect vision. Superior Vision is offering a 20 percent discount on Transitions® lenses through its vision plans.

“We are very excited to partner with Transitions Optical, which is well known for its leadership in educating consumers about the need for regular eye exams and UV protection,” said Rick Corbett, president and CEO, Superior Vision Services, Inc. “We believe that this partnership will be extremely beneficial to our members, who will have improved access to the most advanced eyewear and education to help them build a regimen for a lifetime of healthy vision.”

By promoting the discount on Transitions lenses in existing enrollment materials and during enrollment events and health fairs, Superior Vision will bring attention to the everyday healthy sight benefits that photochromics provide for wearers. Through the partnership, Transitions will also supply several educational resources that Superior Vision members can access through its interactive Web site, www.SuperiorVision.com.

“As today’s consumers are faced with escalating costs and stretched health care dollars, it is more important than ever for the key players in the optical industry to promote healthy sight and elevate the role of eye health as part of overall health and wellness,” said Pat Huot, business manager, managed care, Transitions Optical, Inc. “We look forward to working with Superior Vision – a highly-respected provider of vision care plans – to bring this type of healthy sight education to members, as well as a discount on Transitions lenses to help them optimize their vision and protect it for the future.”

Transitions lenses are the #1-recommended photochromic lenses by eyecare professionals worldwide. They block 100 percent of UVA and UVB rays, and automatically adjust from clear to dark in proportion to the intensity of ultraviolet (UV) light. Photochromic lenses reduce glare for increased visual contrast and comfort, and provide protection from harmful UV light, which has been linked to several leading causes of preventable blindness.

Superior Vision and Transitions Optical Partner to Promote Eye Health – 2

The Superior Vision Plan covers comprehensive eye exams, which can provide early detection of ocular diseases and also uncover serious health problems, including diabetes, neurological disorders and brain tumors. Superior Vision serves thousands of clients and provides a wide range of vision benefits to millions of members. The company's national provider network of over 35,000 eye care professionals represents the largest and most diverse in the United States. The Superior Vision Plan also provides substantial discounts on refractive procedures, such as LASIK, numerous upgrade and add-on options, online ordering of contact lenses and cosmetic eyelid surgery.

About Superior Vision

From their headquarters just outside Sacramento, Calif., Superior Vision has continued to set the standard as the leader in the managed care vision market since 1993. Superior Vision markets vision plans to a variety of employers, including corporations, universities, government entities and hospitals. With an unrivaled provider network of over 35,000 providers nationwide, Superior Vision serves millions of members and thousands of clients, including some of the most recognized names in the country. The company has strong presence in the small, mid and large group market. For more information, visit <http://www.SuperiorVision.com>.

About Transitions

Transitions Optical, headquartered in Pinellas Park, Fla., was the first to successfully commercialize a plastic photochromic lens in 1990. As the 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 Optical's core product line, Transitions® lenses, are the #1-recommended photochromic lenses worldwide. As higher-performing everyday lenses, Transitions lenses change from clear indoors to sunglass dark outdoors in proportion to the intensity of UV light. Transitions Optical also offers several special-purpose lenses that change from a tinted state indoors to a darker state outdoors when activated by UV light. These lenses are marketed as Activated by Transitions™.

Transitions Optical has manufacturing operations in Pinellas Park; Tuam, Ireland; Laguna, Philippines; Sumare, Brazil and Chonburi, Thailand. Sales offices are located in Cambridge, Canada and nine other countries.

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).

###