TRANSITIONS OPTICAL ANNOUNCES ITS 2011 STUDENTS OF VISION SCHOLARSHIP WINNERS AND THEME FOR 2012 PROGRAM

Fifteen Winning Projects Demonstrate “Multicultural Vision”

PINELLAS PARK, Fla., May 24, 2011 – Optometry and opticianry students from across North America submitted projects for the 2011 Students of Vision Scholarship from Transitions Optical, Inc. Supported by the Transitions Healthy Sight for Life Fund™, 15 entries demonstrating this year’s “Multicultural” theme were selected as scholarship winners.

To encourage creativity, projects were accepted in three categories: Activity/Event, Multi-media and Other. Six top category winners received $1,000 scholarships and nine $500 scholarships were also awarded. Additionally, the top six opticianry students will receive a trip to the ABO-NCLE National Education Conference in Cincinnati in September. While there, students will be able to attend education courses, and present their projects during the poster session. The 2012 program theme – “Leadership” – asks students to explore how they’ll be leaders in the optical industry.

“It’s essential that the next generation of eyecare professionals understand how to serve their culturally diverse patients,” said Cheri Guy, professional development manager, Transitions Optical. “The projects we received this year show that our students not only understand that the face of the nation is changing, but that they are ready to meet the individual needs of their patients when they enter the workforce.”

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Students were encouraged to be creative as they explored their role in patient care relative to ethnically diverse patients. Projects included research papers, presentations, videos, posters and community outreach. Projects were judged by a group of Transitions Optical representatives, eyecare professionals and marketing specialists. Several of the winning projects will be uploaded to the scholarship section of Transitions Optical's professional website, Transitions.com/Pro, to share with industry professionals and other students. Students can also look there for more information on the 2012 program. Submissions for the 2012 scholarship are due by March 10, 2012. For more information, email education@transitions.com.

Scholarship Recipients

Winning Entries

- Activity/Event category winner:
  - Yusufali Pirmohamed, Georgian College – Community Outreach Brochure

- Multi-media category winners:
  - Avin Kishore, Douglas College – Video
  - Jermi Santos, Douglas College – Video
  - Natalie Nguyen and Nicole Pogue, University of Missouri - St. Louis – Video

- Other category winners:
  - Ryan Nicholas, Western University of Health Sciences College of Optometry – Interactive Kiosk
  - Mariel Ruocco, Camden County College – Scrapbook

Additional Winners

- Cynthia Epstein, Erie Community College
- Ernesto Hernandez, American Career College
- Brianna Hulburd, Erie Community College
- Jessica Kopala, University of Missouri - St. Louis
- Maryann Macchiaverna, Raritan Valley Community College
- Tiffany McDaniel, Roane State
- Zoila Regalado, DeKalb Technical College
- Aaron Shurley, Southwestern Indian Polytechnic Institute
- Lydia Wang-De Jesus, Hillsborough Community College

About Transitions Optical

As the leading provider of photochromics to optical manufacturers, Transitions Optical, headquartered in Pinellas Park, Fla., offers the most advanced photochromic technology in the
widest selection of lens designs and materials. Transitions Optical is driven by innovation to support the advancement of healthy sight and adaptive eyewear, and to providing its partners the tools and programs their businesses need to thrive. Transitions® lenses are the #1-recommended photochromic lenses worldwide.

Transitions Optical's family of products includes everyday lenses, designed to be worn indoors and darken outdoors, and performance lenses, designed to be worn outdoors in place of sun lenses. Transitions everyday lenses adapt to light to provide more comfortable vision while protecting eyes from UV. Transitions performance lenses include the company’s sunwear line, Transitions® SOLFX™ sun lenses, which enhance visual performance in specific outdoor activities by adapting to optimize color and darkness in changing light conditions.

For more information, visit Transitions.com/Pro or TransitionsSOLFX.com, or contact Transitions Optical Customer Service at (800) 848-1506 (United States) or (877) 254-2590 (Canada).

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NOTE: For high resolution versions of these images, or for additional images, please contact Christina Wetzel at Christina.wetzel@eurorscg.com or (412) 456-4301.