



**YOUNGER
OPTICS** 
The Optical Lens Innovators

NEWS

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DRIVEWEAR® LENS BY YOUNGER OPTICS NOMINATED FOR INTERNATIONAL SILMO AWARD

(CZECH REPUBLIC, EUROPE — OCTOBER 2006) Younger Optics has been recognized as a leader in lens innovation, technology and creativity this year with a nomination for the Silmo d'Or, a highly regarded and respected award given annually at the International Silmo show in Paris. Younger has been nominated for Drivewear®, a lens made possible through the cooperation of Younger Optics (manufacturer of NuPolar® Polarized Lenses) and Transitions Optical, Inc. and designed specifically to address the unique demands of the driving task. This is Younger Optics' first nomination for the Silmo Award, and Younger Europe's first-ever award nomination since their establishment in 2003.

"We are honored to receive this nomination, and I am very proud of our development team for gaining this accomplishment," said Igor Loshak, Managing Director of Younger Optics, Europe. "Drivewear is the biggest technological breakthrough we've had in Europe – we really have created a whole new category in lenses. I feel the most important thing that will come out of this nomination is that it will create awareness and change the way that patients who wear [prescription] lenses view eyewear, and especially sunwear."

The Silmo d'Or was created in 1994 to reward the creativity and innovative spirit of the optical profession. The award takes into account innovation, technology, creativity, and quality control. This year's International Silmo show will take place from October 27-30 in Paris, France. Other nominees in the category of lenses are Essilor with *Varilux Physio™* and Rodenstock with *Impression® Mono*.

Designed specifically to meet the unique visual demands of the driving task, Drivewear is the first polarized photochromic lens **to darken behind the windshield of a car**, which allows Drivewear lenses to change color based on current driving conditions in order to enhance the driver's vision. And since Drivewear lenses are Activated by Transitions™, wearers can be assured that their lenses are enhanced with superior and patented Transitions™ Photochromic Technology to automatically optimize visual performance in variable light conditions and to help protect eye health. Drivewear lenses also utilize NuPolar, the world's leading polarized Rx technology, to provide protection from blinding glare.

For more information and technical details, visit www.drivewearlens.com.

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Younger Optics is headquartered in Torrance, CA, and is recognized as the world leader in prescription polarized lenses with its NuPolar brand. For more information about Younger Optics, NuPolar lenses and other products, visit the company's web site at www.youngeroptics.com.

Transitions Optical, headquartered in Pinellas Park, was the first to successfully commercialize a plastic photochromic lens in 1990. As the leading supplier of photochromics to optical manufacturers, Transitions Optical offers the most advanced photochromic technology and the widest selection of lens designs, materials and brand names. Transitions Lenses are the #1 recommended photochromic lens worldwide. For more information about the company and Transitions Lenses, visit www.transitions.com or contact Transitions Optical Customer Service at (800) 848-1506 (United States) or (877) 254-2590 (Canada).
