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

For The Copperheads
Rick Odioso
(813) 789-8217
rodioso@thecopperheads.org

New Vision for PGA TOUR Event Unveiled

Healthy Sight and Healthy Lifestyles Serve as Cornerstone to Transitions Championship Latest Field Confirmations Announced

PALM HARBOR, Fla., February 24, 2009 – Leadership of Transitions Optical, The Copperheads and Innisbrook today announced the details of a week-long activation program “Healthy Lifestyles in Sight” that will serve as the cornerstone to the Transitions Championship, March 16-22, 2009 at Innisbrook Resort and Golf Club.

The first of a four-year PGA TOUR title sponsorship, the Transitions Championship will pair a competition of the world’s finest players with an exciting seven-day consumer experience demonstrating the connection between healthy sight and an overall healthy lifestyle.

Healthy Lifestyles in Sight program highlights:

- Sunday, March 15 – Live Your Vision Family Walk to benefit Prevent Blindness Florida – family walk for charity with vision education activities, children’s play area, chance to meet a TOUR pro and family picnic
- Monday, March 16 – Sports Vision Protection – learn about proper eyewear and eyecare to protect your eyes from potential dangers of various sports and speak with sports vision specialists
- Tuesday, March 17 – Healthy Dining Choices – Salamander Hospitality Chefs Andre Halston and Todd Gray conduct healthy cooking demonstrations and samplings
- Wednesday, March 18 – Youth Wellness – day of activity for kids, including golf clinic with TOUR swing coach and sports vision expert, chance to watch the pros compete and free vision screenings
- Thursday, March 19 – Healthy Minds – reconnect with mind, body and soul as spa service demos are offered by Indaba, Innisbrook’s new luxury spa which opens in March
- Friday, March 20 – Sun Protection – learn how to protect your skin and sight from the sun’s UV rays with product demonstrations and sampling opportunities
- Saturday, March 21 – Be Well with BeWell.com – interact with prominent healthcare experts who will provide health screenings and answer questions about overall health and wellness
- Sunday, March 22 – Live Your Vision – opportunity for spectators to win a grant to “Live Their Vision”

“Partnering with the PGA TOUR aligns well with our company and our brand, and it was important to us that we enter into the TOUR family in a big way,” said Brett Craig, president, Transitions Optical. “Critical to fulfilling our vision is to activate our partnership beyond the title sponsorship to create awareness globally on behalf of the entire optical industry about the importance of healthy sight,” added Craig.

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The current Transitions Championship field of players is well-aligned with Transitions' vision to make this one of the premier events on TOUR. Tournament director Gerald Goodman announced the all-star field, including last year's tournament winner Sean O'Hair, defending Masters Champion Trevor Immelman, 13-time TOUR winner Kenny Perry and a host of the current Top 30 world ranked players, such as Stephen Ames, Paul Casey, K.J. Choi, Stewart Cink, Tim Clark, Ben Curtis, Jim Furyk, Retief Goosen, Zach Johnson, Hunter Mahan, Geoff Ogilvy, Alvaro Quiros, Adam Scott, Vijay Singh and Steve Stricker. Ryo Ishikawa, the young golf phenom from Japan will participate by way of a sponsor's exemption. Veteran favorites Fred Couples, Fred Funk and past champions Mark Calcavecchia, Carl Pettersson and John Huston are also in the field.

"I can't say enough about the level of energy and excitement that everyone has for the Transitions Championship, including the partner organizations, volunteers and the players," said Gerald Goodman, tournament director. "It's a collective effort that is supported by a phenomenal commitment from Transitions – a global brand and global company headquartered right here in the Tampa Bay area."

The Transitions Championship will benefit over 150 local Tampa Bay charities. In the last four years, the tournament has made a charitable contribution of more than \$7 million, bringing the total contributions to more than \$22 million in the last 32 years.

Tickets to the Transitions Championship are on sale now by visiting www.transitionschampionship.com or by calling (727) 942-5566.

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.

Transitions Optical is sponsoring this PGA TOUR event as part of its ongoing commitment to educate consumers about the importance of healthy sight and the critical role it plays in overall health and wellness.

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).

About The Copperheads

The Copperheads, formerly known as Suncoast Golf Classic, Inc., is a 501(c)(3) charitable organization that has managed professional golf events in the Tampa Bay area for the last 31 years beginning with the 1977 JCPenney Classic. This mixed-team tournament was a popular fixture in November-December for 23 years. Since 2000, The Copperheads has sponsored six fall PGA TOUR events (the 2001 tournament was cancelled following the attacks of 9/11). Most of the top players on the PGA TOUR have participated in these events raising a total of more than \$22 million for Tampa Bay area charities.

About Innisbrook Resort and Golf Club

Situated on 900 wooded acres of rolling hills and 70 acres of lakes on Florida's Gulf Coast near Tampa, Florida, Innisbrook Resort and Golf Club is located just 30 minutes from Tampa International Airport. Recently renovated, Innisbrook features 72 holes of championship golf, 608 spacious guest suites and rooms, four restaurants and three bars, the Innisbrook Golf Institute, 11 tennis courts, fitness and racquetball center, six heated swimming pool complexes, a nature preserve, three conference halls with 65,000 square feet of meeting space, and a Indaba, new luxury spa and fitness experience. Innisbrook is owned and managed by Salamander Hospitality, a privately owned and operated company based in Middleburg, VA, just outside Washington, DC and built upon a uniquely entrepreneurial approach to the hospitality business. For additional information call (727) 942-2000 or visit www.innisbrookgolfresort.com.