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**CONTACT: For Transitions Optical**  
Rachel Hopkins  
Burson-Marsteller  
(412) 519-9040  
Rachel.Hopkins@bm.com

**For The Copperheads**  
Rick Odioso  
The Copperheads  
(813) 789-8279  
rodioso@thecopperheads.org

**Rising Star from the Land of the Rising Sun to Play at Transitions Championship**  
*Seventeen-year-old Ryo Ishikawa Accepts Invitation to Compete in Tampa PGA TOUR Event*

Friday, January 23, 2009 – Tokyo, Japan – Transitions Optical announced at a press conference today that Ryo Ishikawa, the young golf phenom from Japan, has accepted a sponsor's exemption and will participate in the Transitions Championship For Healthy Sight. The event takes place March 16 – 22, 2009 at Innisbrook Resort and Golf Club in Palm Harbor, Florida.

"I am honored to accept the invitation that has been extended to me to play in the U.S. in the Transitions Championship. I look forward to competing with the world's finest golfers on the Copperhead Course, which I understand to be one of the top courses on the PGA TOUR," said Ishikawa.

Ishikawa burst on the scene in 2007, when at only 15 years old he became the youngest winner ever of a men's professional tournament on the Japan Golf Tour. Late last year, he also became the youngest player ever to reach the Top 100 in the World Golf Rankings, rising all the way to his current spot of #60 in the wake of his second victory.

"Ryo is a true rising star and appears to be the next big thing in golf," said Gerald Goodman, tournament director, Transitions Championship. "We could not be more delighted that he will be joining us in Tampa for the Transitions Championship where his talents will be on display for the world."

The Transitions Championship For Healthy Sight tees off March 16 – 22, 2009 at Innisbrook Resort and Golf Club in Palm Harbor, Florida.

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#### About The Transitions Championship

The Transitions Championship is a 72-hole official PGA TOUR event played on the famed Copperhead Course at Innisbrook Resort and Golf Club in Palm Harbor, Florida. Transitions Optical is the title sponsor of the PGA TOUR event, which draws a field of 144 of the finest golfers from around the world. The Transitions Championship benefits more than 150 Tampa Bay area charities and has contributed more than \$7 million in the last four years. The upcoming Transitions Championship will be the ninth PGA TOUR event sponsored by The Copperheads since 2000 (the 2001 tournament was cancelled following the attacks of 9/11). The tournament tees off March 16-22, 2009 and will include a week of tournament-related activities reinforcing the connection between healthy sight and an overall healthy lifestyle.

#### 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.

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://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.

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