



HIGH DEFINITION LENSES

August 30, 2010

FOR IMMEDIATE RELEASE

Contact: Patricia Machado, Vice President, New Business Development
(619) 575-0697

Joan Hollywood Alten, Marketing Director
(707) 987-4650

AUGEN LAUNCHES PROPRIETARY PHOTOCROMIC PRODUCT LINE

SAN DIEGO, CA – Augen Optics has announced the launch of its new, privately branded line of photochromic lenses called AugenSOL™ Photochromic Lenses. Made of 1.50 hard resin material, AugenSOL Photochromic Lenses combine premium Augen High Definition Lens® design technology with the most advanced photochromic hard resin optical material available today.

AugenSOL is a 1.50 index optical lens material with photochromic cells embedded throughout the material resin. As the surface of the lens wears thin, new photochromic cells are activated to replace those that might be lost through cleaning or everyday wear, giving wearers long-lasting, reliable photochromic performance.

According to tests, AugenSOL Photochromic Lenses get dark exceptionally fast outdoors, in just 12 seconds; provide 100% UVA/UVB protection on both front and back lens surfaces, protecting eyes from back-surface UV reflections found with front-surface-only photochromics; provide an extra-dark tint outdoors that rivals the light protection provided by sun lenses; and fade more quickly to a barely noticeable tint indoors, for clear, translucent lenses.

In addition, AugenSOL Photochromic Lenses are more stable in extreme temperatures, maintaining their clarity indoors even in higher temperatures. AugenSOL has a high Abbe value of 56 for outstanding optics. And with its superior tensile strength, AugenSOL can be processed just like 1.50 hard resin lenses for shaping, polishing and beveling, making the material ideal for rimless frames.

Dr. Marco Machado, Founder and CEO of Augen Optics, said, "We are very excited to add AugenSOL to our photochromic product line, as eye care professionals can now offer our premium High Definition lens designs with superior photochromic quality and performance regardless of the patient's material preference or price range."

Patricia Machado, Vice President, New Business Development, stated, "AugenSOL lenses are ideal for patients who want superior photochromic performance in a hard resin material and are attracted to a competitive price. And of course, we continue to offer Augen High Definition Lens® designs in Trivex® Transitions®, which are an excellent choice for patients who prefer a lighter weight lens with outstanding impact resistance."

According to Ms. Machado, the Augen photochromic portfolio will now be more diverse with one mid-index photochromic product line (HD Lenses in Trivex Transitions) and one hard resin photochromic product line (AugenSOL Photochromic Lenses). Augen will no longer offer lenses in SunSensors+® photochromic material, having discontinued this product line as of September 1, 2010.

Augen lenses initially available in AugenSOL photochromic material include Trinity® HD Progressive 13/17 (formerly called Centurion), Augen HD Single Vision lenses (aspheric / double aspheric), and Augen Bifocal Flat Tops 28.

Augen has announced the new AugenSOL product line via 4-page insert in trade publications, to be followed by full-page trade advertising, email blasts, and special promotional opportunities at Vision Expo West/OLA in Las Vegas.

For more information about AugenSOL Photochromic Lenses and other Augen lens products, contact Augen Optics at 866-284-3611, visit Augen Booth #LP5049 at Vision Expo West/OLA, or visit the Augen website at www.augenoptics.com.

###

Augen High Definition Lenses and *Trinity* are registered trademarks and *AugenSOL* is a trademark of Augen Optics. *Trivex* is a registered trademark of PPG Industries, Inc. *Transitions* is a registered trademark of Transitions Optical, Inc. *SunSensors+* is a registered trademark of Corning, Inc.