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Contact

Courtney Myers

Havas PR

412 512 6542 tel

courtney.myers@havas.com

Patience Cook

Transitions Optical

813 997 2574 tel

pcook@transitions.com

Transitions Optical Names Costco Optical as the Winner of the 2018 Canadian Retailer of the Year Award

ORLANDO, Fla., February 13, 2019 – Transitions Optical honored Costco Optical with the 2018 Canadian Retailer of the Year title, a category of the Transitions Innovation Awards program, during a recognition ceremony on Tuesday, Feb. 5 at Transitions Academy 2019 in Orlando, Fla.

"Not only did Costco Optical create numerous unique training materials in order to educate their staff on the benefits of *Transitions*® lenses, but they also set a new benchmark in their stores that exceeded the Canadian national average for the sale of *Transitions* lenses," said Drew Smith, director, North America Channels, Transitions Optical. "We congratulate Costco Optical for their continuous efforts to advocate for the *Transitions*® brand, and proudly honor them as Canadian Retailer of the Year."

Eugénie Robinson, optical assistant general merchandise manager at Costco Canada, accepted the award on behalf of the retailer at Transitions Academy.

"This past year, we really targeted our messaging to patients by providing the information in an easy-to-digest way, which I think truly propelled us to the top," said

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Robinson. “We are very excited to be accepting the award for Canadian Retailer of the Year and partnering with Transitions Optical in the future.”

During Transitions Academy, Canadian Retailer of the Year finalist **Iris** was also recognized for their commitment to *Transitions* brand and improving customers' vision.

About the Canadian Retailer of the Year Award

Launched in 2017, the Canadian Retailer of the Year is awarded to a retailer in Canada that actively supported the *Transitions* brand and demonstrated a commitment to enhancing the vision of their customers and communities.

About Transitions Optical

Transitions Optical is the leading provider of photochromic (smart adaptive) lenses worldwide, having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990. As a result of its relentless investment in research, development and technology, Transitions Optical offers a wide variety of eyeglass lens and shield products, setting new standards of advanced performance to provide ever increasing visual comfort and optimum harmful blue light protection, and always blocking 100% of UVA and UVB rays.

Product leadership, consumer focus, and operational excellence have made the *Transitions*® brand one of the most recognized consumer brands in optics. For more information about the company and *Transitions*® *Light Intelligent Lenses*™, visit Transitions.com or TransitionsPRO.com.

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NOTE: For high resolution images, please contact Brian Ackermann at 412-477-4312 or Brian.Ackermann@havas.com.

Transitions
Innovation
Awards



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