



FOR IMMEDIATE RELEASE

Contact

Courtney Myers

Red Havas

412 512 6542 tel

courtney.myers@redhavas.com

Patience Cook

Transitions Optical

813 997 2574 tel

pcook@transitions.com

Transitions Optical and OSI Group Announce the Get Connected @ Home with Transitions® Promotion in Canada

ECPs and patients can win monthly and grand prizes when patient purchases Transitions® lenses

PINELLAS PARK, Fla., September 22, 2020 – Transitions Optical and OSI Group have partnered to launch a joint contest, Get Connected @ Home with *Transitions®* lenses, to promote *Transitions* lens products during the months of August through October. The contest is open to all OSI Clinic locations and their patients across Canada.

Once registered for the contest, OSI Group Clinics are encouraged to dispense any *Transitions* lens product, including *Transitions® Signature® GEN 8™* lenses (including *Transitions Signature® GEN 8™ Style Colors*), *Transitions® XTRActive®* lenses (including *Transitions XTRActive Style Mirrors*) and *Transitions® Vantage®* lenses. In doing so, both OSI Group clinics and their patients have an opportunity to win a selection of exciting technology-focused prizes. Patients who purchase *Transitions* lenses at a participating clinic are eligible to enter the monthly prize draws by registering their *Transitions* lens purchase on-line using a unique contest code. Monthly prizes will also be awarded to the OSI clinics and staff with the highest number of patient entries. Additionally, four grand prizes (gift cards) will be awarded to patients at the end of the contest. The gift

cards can be redeemed for eyewear and other various accessories at the OSI clinic where their *Transitions* lenses were purchased.

"The COVID-19 pandemic has made 2020 a challenging year for everyone, and the eye care industry is no exception. At Transitions Optical, we are committed to helping our partners support a strong recovery and we are proud to collaborate with the OSI Group to offer additional value to their members and their patients." said Christine Zeggil, National Key Account Executive for Transitions Canada.

"We are committed to the advancement of independent optometry in Canada by offering our members innovative solutions and exclusive promotions to help them grow their business and keep the focus on patients' eye health and vision care. Compelling promotions like this one with Transitions Optical create momentum at the clinic level and reward members during these challenging times," said Patrice Lacoste, President and CEO of the OSI Group.

For further details and additional information regarding the Get Connected @ Home with *Transitions*[®] contest, please reach out to your OSI Regional Account Manager, or Transitions Canada Customer Service at cscanada@transitions.com.

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.

ECPs interested in receiving additional marketing resources to promote the contest, including a flyer, small posters and social media visuals, can contact Transitions customer service at cscanada@transitions.com.

About OSI GROUP

Founded in 1982, Optometric Services Inc. (OSI Group) is a leader in providing value and support to independently owned optometric clinics in Canada. The OSI Group owns Optosys Solution, a state-of-the art practice management system, that facilitates the digital optimization of eye care clinics.

Innovation and simplifying our members' daily life are at the heart of our actions.

For more information, visit opto.com

#

NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or Christina.Gregory@redhavas.com.