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**ZEISS and Transitions Present Picture Perfect Promo**

*Two of the most recognized names in eyewear, Carl Zeiss Vision and Transitions Optical, have partnered to create a first-class product that comes with a picture perfect offer.*

SAN DIEGO, CA, October 11, 2008 **/24-7PressRelease/** -- Two of the most recognized names in eyewear, Carl Zeiss Vision and Transitions Optical, have partnered to create a first-class product that comes with a picture perfect offer.

Now through December 31, 2008, eyewear customers who visit a ZEISS Certified Practice in their area can enter to win one of 28 Sony digital camera and video packages worth \$2,500 each. Entry forms can be downloaded at [www.bestglasses4me.com](http://www.bestglasses4me.com).

Patients will also be able to experience precision optics through the GT2 by ZEISS progressive lens and see, firsthand, the performance of Transitions lenses, which automatically adjust to changing light.

This promotion is the brainchild of collaboration between Carl Zeiss Vision, a leader in precision optics for more than 160 years, and Transitions Optical Inc., the world's number one recommended brand of photochromic lenses.

Together, Carl Zeiss Vision and Transitions Optical represent the pinnacle of vision care and complement one another to provide a superior product to the optical market.

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For nearly two decades, Transitions Optical has partnered with industry pioneers like ZEISS to help provide you with eyeglass lenses that best fit you, your life and your vision needs. We also work with eyecare professionals the world over to promote better vision and the proper care of your precious eyes.