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Contact

Lesley Sillaman
Euro RSCG Worldwide PR
412 456 7839 tel
lesley.sillaman@eurorscg.com

Nike Vision and Transitions Optical Introduce Nike® MAX Transitions® Sunglasses

New adaptive sunglasses designed specifically to improve golf and other sport performance

ORLANDO, Fla., Jan. 25, 2012 – Nike Vision and Transitions Optical, Inc. showcased new Nike® MAX Transitions® adaptive sunglasses at the PGA Merchandise Show. Available in two colors, the lenses are responsive to changing light and specifically engineered for sport performance including golf, hiking and trail running.

“Quite simply – these sunglasses are a game changer,” said Grady Lenski, global director, Transitions Sunwear. “By combining the best-in-class brand leadership of Nike with Transitions adaptive sun lenses, athletes and sport enthusiasts now have another important piece of equipment to help them up their game.”

“Eyewear is a key piece of Nike’s incredible repertoire of equipment to help athletes perform their best,” said Steve Tripi, marketing manager – global, Nike Vision and Marchon Eyewear. “With Transitions Optical’s advanced photochromic lens technology and Nike Vision’s patented Nike MAX Optics, patented engineered tints – such as Max Golf Tint and Max Outdoor Tint – these are the new must-haves for anyone wanting to see sport better, without having to think about it.”

COLOR SCIENCE

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It can seem cosmetic, but color is actually one of the most important considerations in the function of a lens. In different lighting situations, certain colors enhance vision better than others. Nike MAX Transitions sunglasses feature two patented tints, engineered precisely to enhance the visual details of the natural environment encountered during specific sports and activities.

- Nike MAX Transitions/Golf Tint – a violet color designed to improve contour recognition on the greens and increase ball pop.
- Nike MAX Transitions/Outdoor Tint – a green color that brightens the shadows, increases contrast and enhances the visual spectrum in natural environments – like hiking and trails.

INNOVATION IN LENS TECHNOLOGY

Transitions Optical has a 20+ year history of innovation in photochromic lens technology. Industry pioneers in the development of adaptive eyewear; they were the first to engineer adaptive sun lenses for specific sports and activities. Adaptive lenses are a must-have for athletes in outdoor sports and activities. The smallest variation in lighting can affect vision and impact performance. With Nike MAX Transitions sunglasses, wearers will have optimal vision at all times – regardless of the lighting conditions – cloudy, sunny, early morning, high noon – or in between.

INNOVATION IN FIT

Nike MAX Transitions sunglasses are available in several popular Nike styles:

- The Show X2 style is designed to deliver grip, stability and comfort. They feature adjustable temples and an adjustable ventilated nose for stability. They offer reduced fogging and are ideal for baseball and training, golf, tennis and cycling.
- The SQ frames are inspired by the design of the Nike SQ golf clubs. They provide wide coverage with minimal visual interference and are ideal for golf and training.

The Nike MAX Transitions lens, available through all Nike retail locations in March, will also be offered as an accessory lens for the Skylon Ace, Skylon Ace Pro and Show X2 Pro. All of the Nike Transitions lenses are polycarbonate material and, like all Nike and Transitions lenses, block 100 percent of UV rays.

ABOUT NIKE, INC.

NIKE, Inc., based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned Nike subsidiaries include Converse Inc., which designs, markets and distributes athletic footwear, apparel and accessories; Cole Haan, which designs, markets and distributes luxury shoes, handbags, accessories and coats; Umbro Ltd., a leading United Kingdom-based global football (soccer) brand; and Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories.

ABOUT TRANSITIONS OPTICAL

Transitions Optical, headquartered in Pinellas Park, Fla., has developed the most advanced photochromic technology, offering a family of adaptive products including prescription eyeglass lenses and performance sunglasses and sun lenses, designed to provide a visual advantage during specific outdoor activities. Transitions® lenses are clear indoors and continuously adapt outdoors to changing light, bringing out the best in everything you see. The Transitions® performance sunwear line includes partnerships with other best-in-class brands to create sunglasses that adapt to changing light to improve depth perception, clarify color and increase contrast.

For more information, visit Transitionssunwear.com or Transitions.com, or contact Transitions Optical Customer Service at 800-848-1506 (United States) or 877-254-2590 (Canada).

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