

For: Davis Vision Provider

From: Davis Vision Lens Merchandising

Date: January 20th, 2014

RE: ***Transitions® Signature VII with Chromea7™ Technology Conversion***

As many of you have seen within the recent television commercials and other media advertising, Transitions® has recently announced the launch of the newest generation of everyday adaptable lenses. ***Transitions® Signature with Chromea7™ Technology*** will replace the existing Transitions® VI generation of photochromic lenses. More information about the benefits and enhancements of this generation will be provided in the coming weeks after the conversion is fully complete.

Currently Davis Vision is in the process of converting our existing lens assortments in all single-vision, bifocal, Trifocal and progressive lenses to the new generation. Over the coming few weeks, our conversion will take place as we sell through the existing Transitions® VI products and replacing each assortment with Transitions® Signature VII.

What do I need to remember?

It is important that you remember the following during the next few weeks as this conversion takes place:

- The timing to switch to Transitions® Signature is different for each assortment. We expect to be completely converted to Signature by February 8th, 2013
- **IMPORTANT: Both the color and darkness of the New Transitions® Signature vs. Transitions® VI is different. Therefore, we strongly recommend ordering a complete pair order for all new orders or “redo’s/ remakes,” going forward. This will mitigate any chances in mixing the old and new generation of Transitions® on the same pair of eyewear.**
- All current lenses will be available in the new Transitions® Signature VII.
- No changes to the any current plan design/ copays for Transitions® Signature will take place at this time.
- All Non-glare/ Anti-reflective coatings currently offered through Davis Vision will be compatible with new Transitions® Signature VII.
- All material front curves and center thicknesses will be consistent with the old and new generation of products.

Thank you in advance for reviewing this information. We will provide you additional information about the enhancements of this new technology once the conversion is complete.