



Signet Armorlite, Inc.

KODAK CONCISE™ AND PRECISE™ PROGRESSIVE LENSES NOW AVAILABLE IN TRIVEX™ LENS MATERIAL

NEW YORK, March 31, 2006 — Signet Armorlite, Inc. is expanding its KODAK Progressive Lens line with availability in Trivex™ lens material from PPG Industries, Inc. This new offering gives presbyopes even more choices for enhanced comfort and style with the advanced progressive technology of the Concise™ and Precise™ Lenses. KODAK *Precise* Lenses provide visual clarity in all viewing areas of the lens, while KODAK *Concise* Lenses offer excellent optics and fit smaller frames.

About KODAK Precise Progressives

Vision First Design, the proprietary technology used in the design of KODAK *Precise* Lenses, reverses the traditional progressive design methodology. Instead of calculating the lens surface and then measuring the results, it begins by defining the optical properties that constitute clear vision and letting those calculations determine the corresponding lens surface.

The design generates a smooth, continuous power increase across the entire lens and results in improved visual performance, including stable peripheral vision and rapid recognition of objects in the periphery. The technology also promotes horizontal symmetry in the distance and peripheral areas for enhanced binocular vision. The combined effect is similar to a single vision lens. The "swim" effect is also reduced, which helps decrease issues with adaptation.

About KODAK Concise Progressives

Concise Progressive Lenses feature a shorter minimum recommended fitting height. With a 14 mm corridor and a 17 mm minimum fitting height, the *Concise* design provides a generous reading area, soft design and spacious distance viewing area with minimal peripheral distortion for easy adaptation.

Lens Material Choices

KODAK *Precise and Concise* Progressive Lenses

InstaShades® PolyClear® Gray and Brown

InstaShades Gray and Brown, 1.56 and 1.6 EvoClear®

Corning® SunSensors® Gray and Brown, 1.56

1.67 High Index

TLX1.6™ (available soon)

1.6 and 1.56 EvoClear

PolyClear

Trivex™

Standard Resin and Standard Resin with Scratch Resistance

Note: KODAK Precise is also available in PolarShades™ Gray and Brown, Standard Resin

About PracticePlus®

For independent practices, Signet Armorlite provides ongoing funding through PracticePlus, a product-support program designed to strengthen private practices. It has provided professional and financial benefits to over 4,000 members since 1998. For each pair of qualifying KODAK Progressive Lenses dispensed, the participating office receives \$10.00 to support practice goals. Members can also receive staff training, marketing expertise and technical assistance to promote customer satisfaction and a strong practice.

SA also has a funding program at the state association level. For each pair of KODAK Progressive Lenses rewarded through PracticePlus in a particular state, the participating state optometry association receives \$1.00 to support optometry's goals.

To enroll in PracticePlus, call 800-950-5367 or visit www.practice-plus.net. For general information on Signet Armorlite and its products, call 800-759-0075 or visit www.signetarmorlite.com.

