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FOR IMMEDIATE RELEASE

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PIXELOPTICS ADDS SOUTHERN TERRITORY ACCOUNT MANAGER

ROANOKE, VA – PixelOptics has announced the addition of Tammy Blackwell as Territory Account Manager for Virginia, North Carolina, South Carolina and Georgia, effective August 10, 2009. The Territory Account Manager position is responsible for establishing PixelOptics branded products within the optical retail community by working closely with PixelOptics Distributor Partner Labs, conducting product training for eye care professionals and laboratory personnel, and contributing ideas and strategies for achieving sales objectives. Ms. Blackwell will report to John Ditski, Director Eastern Regional Sales.

According to William Spies, Chief Operating Officer for PixelOptics, “We are extremely pleased to add Tammy to our sales team. Her impressive knowledge of eyeglass lenses, familiarity with our Partner Laboratories in the southern territory, and in-depth understanding of the ECP experience represent a significant contribution to our sales efforts going forward.”

Prior to joining PixelOptics, Ms. Blackwell spent the previous four years as a Territory Sales Representative for Marchon Eyewear, growing her territory in total sales, number of new accounts, and sales per customer. From 2000 to 2005, Ms. Blackwell was the Territory Sales Representative for Aspek Eyewear, introducing new frame products to eye care professionals in her region and consistently growing her customer base and sales. And from 1990 to 2000 Ms. Blackwell worked as an optician, performing all functions of

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a licensed optician as well as inventory control, staff management, budgeting and accounting.

For more information, contact William Spies at PixelOptics at (540) 777-6550.

About PixelOptics

Headquartered in Roanoke, Virginia, PixelOptics is committed to “transformational innovation” in the spectacle lens industry. The company’s focus is on improving the current standard of vision correction by inventing, developing, and selling a wide range of innovative new products based on “composite lens” and innovative design technologies. Combined in a proprietary manner, PixelOptics’ composite lens designs provide a vastly improved visual experience for wearers across the prescription range. PixelOptics has been diligent in protecting its innovations and to date has amassed over 300 issued patents or pending patent applications worldwide. For additional information please visit www.pixeloptics.com.

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