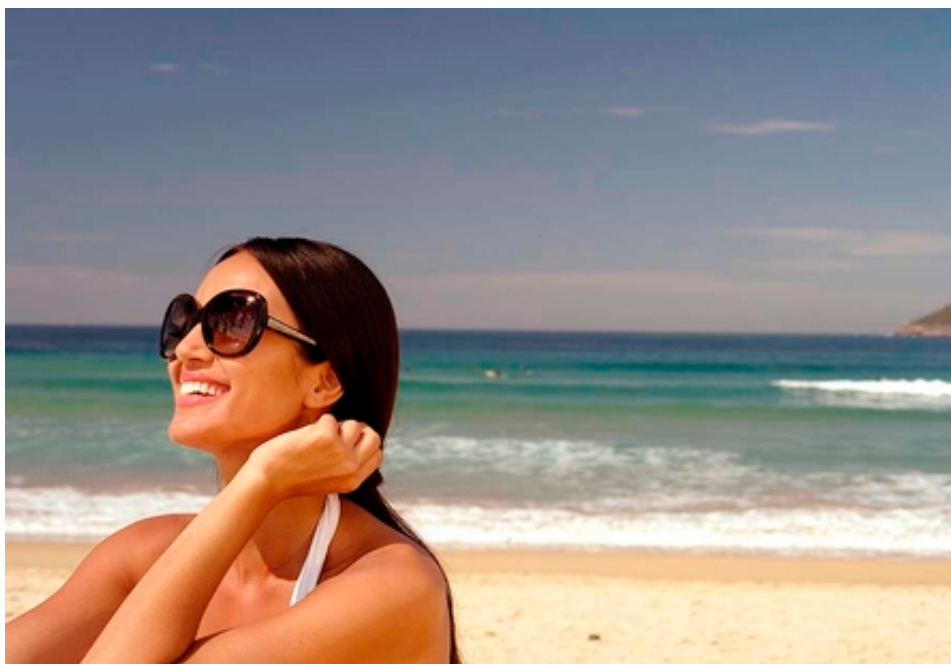


A New Day for Sunglasses

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Whether you're customers are planning to spend this summer at the beach, on the sports field or on the road, they'll need the sun protection that quality sunglasses can offer. But every summer there's a fashion dilemma with prescription sunglasses not rating high in the style stakes, until now...

In an Australian first, OPSM has introduced the latest optical technology that now allows for over 80 per cent of sunglasses to be fitted with optical lens - put simply, no one needs to choose performance and vision correction above looking and feeling great - finally Australians can have it all.

Chris Beer, Luxottica Chief Executive Officer says, "This latest innovation in optical lenses technology will change the way optical lens wearers see the world around them. Functionality and fashion are on a collision course and the future looks very bright since our customers will not have to compromise their eye health for fashion."

Recent clinical studies indicate that people who wear wrap sunglasses get greater protection against ocular UV than non-wrap and small lens sunglasses. This technology will now ensure that optical glass wearers are given the same protection as their 20:20 vision counter parts.

Mr Beer continues, "Our software technology calculates the lens surface reflecting the actual lens power experienced by the customer's eye. This, combined with specialised wrap edging equipment enables OPSM to provide customers with quality wrap prescription sunglasses. This is a win - win situation for our customers since they will get the style associated with many sunglasses but also ensure that their eyes are protected against UV rays."

The advanced prescription sunglass technology will be in every OPSM store from 12 October onwards and the price starts from AUD\$249 for a complete pair of prescription sunglasses. Customers with private health insurance are also covered by most policies.