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FOR IMMEDIATE RELEASE

## **ABB BECOMES EXCLUSIVE DISTRIBUTOR OF ALTIUS™ PERFORMANCE VISION CONTACT LENSES**

**CORAL SPRINGS, FL. (November 29, 2021)** – ABB Optical Group, America's leading independent eye care distributor, announced today that it will be the exclusive distributor of Performance Vision Technologies, Inc.'s (PVTI) Performance-Tinted Single-Use Soft Contact Lenses under the brand name ALTIUS™, meaning "Higher" in Latin.

With its patent-pending technology, PVTI designed the ALTIUS™ Performance-Tinted Contact Lenses to eliminate visual distractions while elevating visual details to optimize performance.

ALTIUS™ incorporates Light Architecture© and 360 Degree Total Immersion Technology© into a single-use soft contact lens modality to decrease visual distractions. This design allows athletes and recreationists to perform with maximum visual comfort, clarity and quickness under wide-ranging environmental conditions.

The lenses are designed for patients who may or may not need vision correction and are available in two outdoor use tints, ALTIUS™ Amber and ALTIUS™ Grey-Green. ALTIUS™ Amber is engineered for dynamic, reactive sports in a wide range of outdoor light conditions. ALTIUS™ Grey-Green is engineered for open-air activities on water and land in varying outdoor light conditions.

Both ABB and PVTI are thrilled about the new partnership and opportunity to provide patients with top-quality eye care.

"This lens is the result of decades of research to develop "game-changing" optical solutions to address a wide range of lighting conditions in sports, recreation, education or work," said Alan W. Reichow, OD, MEd, FAAO, Founder, President & CEO of PVTI. "We are delighted to have ABB Optical group as our exclusive distributor."

"ABB is thrilled to be able to provide our customers this unique opportunity to differentiate their practice and serve their patients," said Aaron See, Senior Vice President of Manufacturer Partnerships for ABB Optical Group. "ALTIUS™ lenses are now available through a select group of eye care practitioners in the United States. We plan to work together to make the lenses available to a larger network of eye doctors in the spring of 2022."

The results of ALTIUS™ Performance-Tinted Contact Lenses have been positive for a wide range of users.

**\*\*MORE\*\***

ALTIUS™ Amber: “These lenses have changed my life,” said a high school baseball player and recent patient. “I am now able to see the seams of the baseball being thrown while wearing the ALTIUS™ Amber Lens. I noticed a huge improvement in my batting average since wearing the lenses and am much more confident.”

ALTIUS™ Grey-Green: Where no solution ever existed to the bright glare of the surfing world, former Professional Surfer and current Vice-President of Huntington Surf & Sport, Taylor Pai stated, “The depth of field is so good! It gives a better sense of where and when to attack the wave.”

Both the ALTIUS™ Amber and ALTIUS™ Grey-Green have the ability to improve the vision of more than just athletes. A high school student who recently suffered a concussion reported that “I am recovering from a concussion and have had a reduced ability to read on the computer. These lenses have changed my life! I am able to read for a longer duration without eye strain and am wearing the lenses most days in school.”

Eye care practitioners have seen positive business outcomes as a result of fitting ALTIUS™ Performance-Tinted Contact Lenses.

“My conversion rate has been quite high once a patient is able to try the ALTIUS™ Lenses on,” said Dr. Kellen Kashiwa, Performance Vision Specialist at the Bennett Eye Institute. “About 80% of patients who try the lenses order them.”

To learn more information, go to [AltiusVision.com](http://AltiusVision.com), or visit [info.abboptical.com/altius](http://info.abboptical.com/altius).

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### **About ABB Optical Group**

ABB Optical Group is a leading provider of optical products, services and business solutions in the eye care industry. ABB operates through three business pillars: ABB Contact Lens, ABB Labs and ABB Business Solutions. ABB is focused on the future of eye care professionals, helping them succeed by making practices more efficient and assisting providers to effectively navigate market changes. For more information, visit [abboptical.com](http://abboptical.com).

### **About Performance Vision Technologies, Inc.**

PVTI has assembled a talented “Team” of experts, advisors and successful business partners to design, develop, research, manufacture and distribute ALTIUS™. This “Team’s” core mission is to deliver products that ensure the highest performance under any visual or environmental demand. With that in mind, PVTI will continue to innovate and bring to market additional performance-elevating ALTIUS™ Tints.

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