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FOR IMMEDIATE RELEASE

**HOYA'S PHOENIX SPREADS ITS WINGS WITH LAUNCH OF
EXPANDED LENS LINE AT INTERNATIONAL VISION EXPO EAST**

***Expanded Line Features First Photochromic Lenses
Made From Trivex™ Lens Material***

BETHEL, Conn., March 15, 2002 – After introducing its Phoenix™ lenses made with Trivex™ tri-performance lens material in 2001, Hoya Vision Care is expanding the Phoenix lens line in 2002. Hoya introduced Phoenix Transitions® – the first photochromic lens to be offered in Trivex material – at Vision Expo East today. The company also launched its new Summit^{ecp} progressive lenses, which it will make available in Phoenix and Phoenix Transitions later this year.

“Hoya is breaking the technology barrier again in 2002, bringing to market advanced lens designs that offer an unprecedented combination of qualities never before available in a progressive lens,” said Yasuro Mori, COO, Hoya Vision Care, North America Headquarters.

Phoenix Transitions

Trivex tri-performance lens material, developed by PPG Industries, Pittsburgh, is the first material to offer excellent optics, light and thin qualities, and impact resistance in a single material. Since Hoya's Phoenix lenses, made from Trivex material, are compatible with photochromic technology from Transitions Optical, the benefits of eye comfort can now be included in this unique bundling of lens features.

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“This is the most technologically advanced lens material ever brought to market,” said Bill Norwood, executive vice president, Hoya Vision Care, North America Headquarters. “With Transitions photochromics included, Phoenix lenses provide everything a consumer could ever want in a single lens. We’re pleased to be joining with Transitions Optical and PPG Industries to bring this revolutionary new choice to our customers.”

Phoenix Transitions lenses will be available through the Hoya Optical Laboratories Network (HOLA) and selected distributors in Hoya’s Hoyalux GP Wide progressive and semi-finished single-vision lens designs.

Summit^{ecp}

Hoya’s Summit^{ecp} progressive lens is produced through an advanced computer controlled 3D calculation/simulation technique, called Integrated Transmittance Control Technology, to determine the perfect correction for all possible prescriptions. The resulting design provides balanced power progression over the entire surface of the lens allowing natural eye and head movement when alternating between near and far vision. It also enables a wider field of vision than traditional progressives in the distance, intermediate and near zones.

“This new design is based on continued feedback from eye care professionals, or ECPs, about how progressive lenses perform for their patients – that’s why we named it Summit ‘*ecp*,’” said Norwood. “We believe this is the most significant new progressive that has been introduced by any company in the last decade.”

The Summit^{ecp} lens design will be available in five materials:

- 1.50 standard CR39 plastic,
- 1.53 Phoenix
- 1.60 EYAS Thin, lightweight and strong enough for rimless frames
- 1.70 EYRY Ultra High Index, and
- Phoenix Transitions

All lenses will be available with Hoya’s proprietary hard coatings and Hi-Vision AR coating through the HOLA network. 1.50 index and Phoenix will also be available for

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standard processing by selected distributor labs outside the HOLA network using backside coatings and non-Hoya AR coatings. All lenses are included in the 2002 Hoya Honors Program.

For more information on Phoenix lenses or Summit^{ecp}, contact Bill Norwood, Hoya Vision Care, at (203) 790-0171, ext. 201, or Bill.Norwood@hoyavc.com.

About Hoya

Headquartered in Japan, Hoya Corporation is a pioneer in optical technologies with leading products in diverse industries around the world. The company's expertise is organized into business units, including Eye Care, Electro-Optics and Crystal. Founded in 1941, Hoya launched its North American optical lab presence in April of 1999 with the creation of Hoya Lens of America (HLOA). HOLA, Hoya's U.S. Lab Group, was announced in April of 2000. Hoya Vision Care, North America Headquarters, was created in October of 2000.

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