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PREVENT BLINDNESS AMERICA ELECTS THREE NEW MEMBERS TO NATIONAL BOARD OF DIRECTORS

CHICAGO (Aug. 8, 2008) – Prevent Blindness America, the nation's oldest eye health and safety organization, has announced that Brenda J. Luckritz, vice president of public affairs for Novartis Corporation, Richard C. Elias, senior vice president, optical and specialty materials for PPG Industries and CEO of Transitions Optical, Inc., and Richard A. Meier, president and COO of Advanced Medical Optics (AMO) were elected to the Prevent Blindness America Board of Directors. The vote was held on July 26 at the 2008 Summer Board Meeting in Chicago.

At Novartis, Luckritz is responsible for the creation of alliances with independent think tank organizations and policy-shaping groups that address the many areas that are key to the corporation's success, including research, education and advocacy. She brings to the organization more than 25 years of experience in a variety of fields, including marketing, economic development and legislative affairs. Before joining Novartis, she was Secretary of the Wisconsin Department of Commerce and managed business outreach for the Wisconsin Works program, a welfare reform program.

Elias is currently responsible for PPG's Optical and Specialty Materials reporting segment, which comprises the optical products business, including Transitions Optical, and PPG's silicas business. He has had a role with Transitions Optical since the company was founded, serving as vice president of marketing and sales, and later as president. He is a current member and past chairman of The Vision Council.

Meier has served at AMO since 2002. In his capacity as president and COO, he is responsible for AMO's cataract and eye care businesses, as well as global operations and global service organizations. Additionally, Meier served as CFO at AMO from 2002-2007. Prior to joining AMO, he was executive vice president and chief financial officer of Valeant Pharmaceuticals International and was senior vice president at Schroder & Co. Inc., an investment banking firm. Earlier in Mr. Meier's career, he also held various positions at Salomon Smith Barney and Manufacturers Hanover Corporation.

"We are so fortunate to have these three talented individuals join our national board," said Hugh R. Parry, president and CEO of Prevent Blindness America. "Ms. Luckritz, Mr. Elias and Mr. Meier are all well respected in our industry and we look forward to their many contributions toward our organization and the next 100 years of our sight-saving mission."

About Prevent Blindness America

Founded in 1908, Prevent Blindness America is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness America touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, divisions and chapters, it's committed to eliminating preventable blindness in America. For more information, or to make a contribution to the sight-saving fund, call 1-800-331-2020 or visit us on the Web at www.preventblindness.org.

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