



For Immediate Release

Sperian Protection Launches New Look of Uvex® Branding at National Safety Council Annual Congress & Expo

Personal Protective Equipment Leader Unveils "Culture of Safety" Concept

Smithfield, RI – September 22, 2008 – **Sperian Protection**, the world leader in Personal Protective Equipment (PPE), unveiled the new concept for Uvex, its flagship brand of premium quality, state-of-the-art, feature-rich safety spectacles, goggles and face shields, at the 2008 National Safety Council Annual Congress & Expo in Anaheim, California.

The new Uvex branding direction focuses on building a "Culture of Safety," providing safety managers and their employees with the products, educational tools, support, and services necessary to achieve that culture. This focus is visually represented in the evolution of the new Uvex logo and advertising campaign.

"We surveyed more than 400 safety managers and workers to find out what is important to them in the workplace. It was their input that helped us arrive at this fresh look for Uvex and a new way to focus on what they care about most – keeping employees safe," said Peggy Costabile, Director of Strategic Development at Sperian Eye & Face Protection. "Along with a new image, we are excited about the new products and services we will provide to these safety managers to help them build a culture of safety at their workplace."

In the coming weeks, safety managers and workers can expect to see a dynamic, new interactive website with an easy-to-use product selector and a variety of educational tools. Future offerings will include on-site eyewear assessment surveys, vision screening, and prescription safety eyewear programs, all performed by trained Uvex representatives.

In addition to unveiling the new branding at the NSC Congress & Expo, Sperian Protection has also partnered with Prevent Blindness America, the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. For each attendee badge scanned at the Sperian Protection booth, Uvex will make a donation to the organization, up to \$5,000.

NSC Media Note:

Peggy Costabile, Director of Strategic Development at Sperian Eye & Face Protection, Inc. will be available during the NSC Expo for interviews regarding these efforts. Interviews can be set up by contacting Kate Barba of Regan Communications at 401.808.4649 or kbarba@regancomm.com or by visiting the Sperian Protection booth, #1401.

About the National Safety Council Congress & Expo

National Safety Council Congress & Expo (NSC Congress & Expo) has been North America's largest event serving professionals with safety, health and environmental solutions. This annual event offers industry-leading technology, education, networking opportunities, and tried-and-true products and services needed to stay at the forefront and remain competitive within the industry. The National Safety Council is a non-for-profit, charitable, international public service organization dedicated to educating and influencing people to prevent accidental injuries and deaths. Founded in 1913 and chartered by the U.S. Congress in 1953, the NSC serves as the nation's

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leading resource on industry trends, professional development, and strategies for advancing safety and health programs and practices and is the only organization promoting safety in the workplace, in transportation, and in homes and communities. This year's Annual Congress & Expo runs September 22nd – 24th.

About Uvex by Sperian

Uvex by Sperian is the leading U.S. brand of premium quality, state-of-the-art, feature-rich safety spectacles, goggles and face shields that offer comfort and innovation without compromise. The world's top-selling protective eyewear brand, Uvex, has been an acknowledged leader in safety eyewear innovation for more than 50 years and is the pioneer of many groundbreaking innovations such as a cost-effective silicone goggle body and MMT — Multi-Material Technology®. Sperian Protection offers Uvex branded safety eyewear and face protection products exclusively in the Americas. For more information, please visit www.uvex.us.

About Sperian Protection

With nearly 6,000 employees worldwide, Sperian Protection serves the global personal protective equipment (PPE) industry, providing hearing, eye, respiratory, fall, body and hand protection. As a world leader in multiple PPE categories, Sperian is committed to offering innovative products adapted to high-risk environments so that all workers in the manufacturing and services industries can work with confidence. For more information, please visit www.sperianprotection.com. Sperian Protection is listed on Euronext's Eurolist and on the SBF120. It is eligible for the SRD deferred settlement system.

For additional Uvex product information contact:

Sperian Customer Care
900 Douglas Pike
Smithfield, RI 02917
Tel: 800-682-0839
Fax: 800-322-1330
www.uvex.us

Media Contact:

Kate Barba
Regan Communications
401.351.8855 office
401.808.4649 cell
kbarba@regancomm.com

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