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OPTOMETRICS JOINS WITH INDUSTRY REPRESENTATIVE

Ayer, MA, 1 April 2001----- In a calculated move, Optometrics, a renowned worldwide supplier of high quality optical components, joined the Sun Protection Industry spokes-organization, the American Sun Protection Association (ASPA).

Optometrics USA, supplier of the first spectrophotometer designed specifically for measuring the sunscreen protection factors in lotions, creams and fabrics, brings to ASPA a unique inside expertise. "While Optometrics is a leader in the wavelength selection solution business, we also believe in the cause of skin cancer prevention awareness. To us, membership with ASPA just made sense," remarked George Lunardo of Optometrics.

Optometrics' SPF 290S Analyzer System sets the standard for in vitro SPF assays of Lotions, Creams, Cosmetics and Fabrics. The SPF 290S produces results in SPF as well as Boots' Star Ratings. "The SPF290S is a recording UV-VIS spectrophotometer," continues Lunardo, "designed and optimized for the determination of SPF values on a variety of sunscreen and cosmetic products, reducing the need (and cost!) for in vivo testing."

"This is great news for the sun protection industry," said Mary Buller, ASPA Executive Director. "As an ASPA member, Optometrics provides an invaluable resource to other members and the industry as a whole in its product's ability to provide in-house quality control capabilities," Buller continued.

ASPA, the representative organization for the sun protection industry, is aligned with the AMC Cancer Research Center, the nation's largest independent not-for-profit cancer research facility dedicated exclusively to cancer prevention. Together, the two entities offer Sun Protective Product Certification Program to the industry. Rigorous testing according to national, International, and industry standards is required.

"Bearing the ASPA Member Logo, Optometrics will now be in a position to add an additional qualitative dimension to their industry representation," Optometrics' Lunardo remarked, "The SPF 290S Analyzer System can be incorporated into an existing quality control program as in the case of sunscreens, or it can be put to use in an existing testing protocol to satisfy the most rigorous textile UV-protective standards in the world as in the case of fabric companies."

For more information on the SPF 290S Analyzer System and Optometrics USA, contact George Lunardo, Production Supervisor, at 978.772.1700 or sales@optometrics.com. Additional information can be found at the company's web site: www.optometrics.com.