



**PRACTICAL
SYSTEMS
INC.**

11617 Prospect Road • Odessa, FL 33556
(727) 376-7900 • Fax (727) 372-1900
(800) 237-8154 • Fax (800) 330-3800

NEWS RELEASE

FOR IMMEDIATE RELEASE:

CONTACT:

Karen Gillen
PSI
727-376-7900
kgillen@LookToPSI.com
www.LookToPSI.com

John Potocny
Augen Optics
707-763-1155
japotocny@comcast.net
www.augenoptics.com

**PSI and Augen Optics Join Together To Launch Centurion Lenses
in the US, Caribbean and South & Central America**

ODESSA, FL, November 15, 2007 - Practical Systems, Inc. (PSI) has signed a sales agreement to partner with Augen Optics. Together they will bring the Centurion™ Series lenses to the US, Caribbean and South and Central American markets. PSI's sales force will begin offering the Centurion™ line at the Optical Laboratory Association meeting '07 in addition to their existing line of surfacing and finishing supplies and equipment to become a single source for lab processing solutions.

Centurion™ lenses, manufactured by Augen Optics, are carefully designed to deliver superior performance. They are manufactured using a patented, proprietary free-form mold making technology that results in precision cut "High Definition" lenses that provide sharper, crisper vision. Centurion™ lenses are available in Trivex®, CR-39, High Index and SunSensors+® materials in single vision, flat-top and progressive designs. Trivex®, CR-39 and SunSensors +® single vision lenses are available in both aspheric and double aspheric designs.

Al Bednar, PSI's Director of Sales and Technical Service, will be in charge of sales supported in the US by Dean Regent in the northeast, Mike Brown in the southeast, Jeff Rich in the midwest and Gary Peterson in the west. Jorge Figueredo will be responsible for sales in the Caribbean and South and Central America.

"Having the opportunity to promote the Augen Optics products into new markets is extremely exciting for all of us at PSI," said Patrick Hernandez, President of PSI. "PSI has enjoyed a long relationship with Augen Optics and Dr. Machado. Both of our companies are driven to bring our customers the best in process materials, equipment and leading technologies. Bringing the "High Definition" Centurion™ Series of lenses to our customers is a perfect complement to PSI's products and expertise."

"Combining our distinctive lens designs with the distribution network of PSI will allow us to expand availability of high-performance products for everyday vision needs," added Dick Kapash, President, Augen Optics. "PSI is a very well respected supplier to the optical community and we could not be happier about this opportunity."

About Augen Optics

Augen Optics, headquartered in Ensenada, Mexico, has more than 20 years of experience in the optical industry. Committed to applying advanced technology to new products, Augen Optics has become a leader in the research, development, design and manufacture of high quality eyeglass lenses and optical products.

Founded in 1986 by physicist Dr. Marco Antonio Machado, Augen was initially established as a laboratory in response to a growing demand in Mexico for high-quality processing of spectacle lenses. The company has since evolved to become a serious global competitor in designing and manufacturing lenses, inventing and patenting its own technology and delivering superior products to the optical market worldwide.

Augen Optics offers a range of high quality lens designs. For more information visit www.augenoptics.com or contact John Potocny at (707) 763-1155.

About PSI

PSI is a manufacturer and distributor of quality optical machinery, supplies and services for wholesale and retail optical laboratories as well as retail optical dispensers. PSI has been serving the optical industry for over 36 years. Located in Odessa, Florida, it serves both domestic and international markets. For more information visit www.LookToPSI.com or contact Karen Gillen at (727) 376-7900.