

The national Style™ Network features Golden's Adventures In Color Technology, an Absolutely PR client, on a recent episode of its Stripped series – reaching an estimated 33 million subscribers with information about how cosmetic contact lenses are tinted and hand-painted for various uses.

Adventures in Color Technology, Ltd., was featured on the February 10, 2004, episode of the Style Network's Stripped series – featuring an in depth look at how contact lenses are tinted and painted for cosmetic and therapeutic uses. The Style Network, a property of E! Entertainment Television, currently counts 33 million subscribers with commitments to reach over 40 million in 2004. Absolutely PR was contacted last fall to arrange the taping for the national cable broadcast for her client.

(Lakewood, CO – March 13, 2004) – The Golden-based Adventures in Color Technology was featured on a recent episode of the Stripped series on the national Style™ cable television network. The announcement is made by Maggie Chamberlin Holben, owner of Absolutely Public Relations, who says she was contacted last October by the program's production company to arrange taping for the show that debuted in February.

The verbatim of the broadcast follows:

STYLE VOICE OVER: “When it comes to your peepers, you may have been born with light blue, but you can make a change in the blink of an eye. Colored contacts can alter your eye color in an instant, and take you from everyday to exotic. In the city of Golden, Colorado, lenses come to life at Adventures In Color Technology. The company was started in 1987 by Elizabeth and Stan Harper, a husband and wife team.”

“We can do any color you want. Blue, green, gray, brown, lavender, yellow, aquamarine, yellow green, blue green,” Elizabeth (Bette) Harper says.

STYLE VOICE OVER: “But if you're not satisfied with solid, perhaps you prefer painted. Float like a butterfly or get some star power, hand-painted contact lenses come just the way you please.”

“I think I must have painted at least several hundred designs, including alien eyes – things that don't exist in our universe, but maybe in someone's universe,” Joan Bondy, lens painter, says.

STYLE VOICE OVER: “The response has been eye opening. Meow (SOUND EFFECT). Contact lenses have come a long way since the hard plastic shape came out in 1947.”

“Soft lenses came to this country in 1971 from Bausch & Lomb. They bought the rights from Czechoslovakia and develop it here,” Bette Harper says.

STYLE VOICE OVER: “Both hard and soft lenses are placed directly in the eye.”

“With a tear layer between your contact lens and your eye, it floats there and corrects your vision,” Bette Harper says.

- More -

STYLE VOICE OVER: “In the early days if contacts, coloring was on the cutting edge.”

“We would take a tea strainer and dip them in food dye. Unfortunately, it didn’t last because to clean a hard lens you have to rub it between your fingers and you’d rub the dye off eventually,” Bette Harper says.

STYLE VOICE OVER: “These days the paint and tinting process is regulated by the FDA with all colors safe for the eyes, but can it make your brown eyes blue?”

“The lighter eye is always easier. You can always make it darker and make it any color you want. Changing a dark eye to a light eye is more difficult, because you would have to block out the dark face,” Bette Harper says.

STYLE VOICE OVER: “The painting and tinting covers the iris, the colored portion of your eye. The pupil peeks through a hole in the center for an unobstructed view.”

“The nose of the cat and the dog are the your black pupil. You’re seeing through their nose. The body of the butterfly, is your black pupil,” Bette Harper says.

STYLE VOICE OVER: “While the tinting just takes a straight dye, the painting process is done with powdered paints and tiny brushes.”

“I have to trim them with little nail clippers and things so I only have a few little bristles. You know, to get those fine details. It’s a water soluble paint. And, the lenses that we use are mostly water – they’re 55% water – so you’re painting on water with water. If you can imagine anything more difficult,” Joan Bondy says.

STYLE VOICE OVER: “So difficult. Sometimes it takes two sets of glasses. Add to that a fast drying lens, which makes timing critical.”

“We only get a few minutes to actually paint on it before it dries up and you have to set it aside and let it dry. Then fix it and then put it through another series of solutions. Then you’re ready to paint on it again,” Joan Bondy says.

STYLE VOICE OVER: “The entire process usually takes about three days. But it’s not always about art. Painting a lens provides peace for many patients.”

“People are very conscious of their eyes, especially if they have an injured eye. So they want a perfect match. Sometimes it would resemble their uninjured eye, so that they will have the appearance of two uninjured eyes,” Joan Bondy says.

STYLE VOICE OVER: "People send in pictures, and even fabric, to assure a perfect match."

"We get sometimes swatches of material, a piece of broken pottery, paper. You name it. Anything. Match this," Bette Harper says.

STYLE VOICE OVER: "Painters got quite a surprise after a request for an over-sized brown lens kept coming back for a darker shade."

"It was for a show dog who had damaged his eye and had a scar on his eye. And they were leaving on a show circuit and they wanted this lens," Bette Harper says.

STYLE VOICE OVER: "And while those judges might not have been able to distinguish the real from the painted. The process is not foolproof. Recently, an iris scanning security company invited Adventures in Color Technology for a visit."

"So we took in a number of lenses to see if we could trick the scanner. We couldn't. The scanner can pick up between a natural eye and artificial paint," Bette Harper says.

STYLE VOICE OVER: "But almost anything else is possible, says the company who gets lots of requests from the movie and music industry. In a Doors movie, lab painters said they made Val Kilmer's character look the part."

"So we would make large black pupils for him. So he would look really dilated and spaced out," Bette Harper says.

STYLE VOICE OVER: "You don't have to be a star to wear tinted or painted contact lenses, but you do have to see a doctor first and later get fitted to get just the right shape. Whether matching another eye, seeing clearly or just changing the color for fun, colored contacts can be an eye opening experience."

Style's Stripped program reveals how beauty products are made. From how a lipstick gets its color to how the experts create the perfect perfume, it's a fun and exciting look inside your favorite cosmetics and more. New episodes air Tuesdays at 9 p.m. ET. The website link is: <http://www.stylenetwork.com>.

E! Entertainment Television, Inc. ("E!", but known commonly as the collective "E! Networks") is the world's largest producer and distributor of entertainment news and lifestyle-related programming. The company operates E! Entertainment Television, the 24-hour network with programming dedicated to the world of entertainment; Style, the 24-hour network where life gets a new look, and E! Online, located at <http://www.eonline.com>. E! is currently available to 83 million cable and direct broadcast satellite subscribers in the U.S. The Style Network currently counts 33 million subscribers with commitments to reach over 40 million in 2004. E! Online, the #1 entertainment news and celebrity gossip Website, reaches 6 million monthly unique U.S. adult users.

- More -

Page 4

Adventures In Color Technology serves eye care practitioners both in private practice and at teaching hospitals and universities throughout the world, developing colors and patterns for patients and continuing research for other retinal problems. Hopefully, to soon help patients with macular degeneration, a debilitating loss of vision as the macula in the back of the eye becomes less and less responsive to light entering the eye through the pupil. This condition is the leading cause of blindness in our older population.

The Adventures in Color Technology headquarters is located at 1511 Washington Avenue, Golden, CO, 80401. Harper may be reached at 303-271-9644, toll-free at 1-800-537-2845 or by e-mail at sharper@techcolors.com. **The company website is <http://www.techcolors.com>.**

Absolutely Public Relations has consulted Adventures In Color Technology since 2002. Most recently Absolutely PR announced a new client relationship with Light Force Therapy in Elizabeth, CO. Other consulting clients include: Baxa Corporation, Englewood, CO; and Holben Building Corporation, Denver. Awareness Package clients include: Gabriel Mark Hasselbach, Vancouver; C I Host, Dallas; Dr. George Cassidy, Denver; and Dr. Martha Lucas, Denver. She has also worked with Foster Wheeler Environmental Corporation (now called Tetra Tech FW, Inc). and Arcadis, Inc., through Lakewood's Consensus Communications; McKinley Marketing Partners, InfoNow Corporation, ICG Communications, Grubb & Ellis/Martens Commercial Group, LLC; Early Music Colorado; the Joint Initiatives Sign Blind System since starting her company here in April 1999.

For more information, go to <http://www.absolutelypr.com>. Or, call Maggie Holben at 303-984-9801. Her e-mail address is maggie@absolutelypr.com.

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