

TO BUSINESS, STATE AND EDUCATION EDITORS:

Tower Optical Seeks Current College Students from Florida for Sales Initiative

Optics Manufacturer is Looking for Students Who Are Currently Enrolled at  
Select Universities for Campus Sales Positions

BOYNTON BEACH, Fla., Aug. 5 /PRNewswire/ -- Tower Optical Corporation, the Boynton Beach-based precision optics manufacturer, is seeking Floridians currently enrolled at a select group of colleges to spearhead the company's new initiative to increase sales and develop more robust relationships in its university market.

Mel Kantor, Tower's President and CEO, said, "We think this is really a great opportunity both for us and for college students from Florida looking to get a head start on their business careers." Tower's program hopes to hire college students at research universities to act as liaisons between Tower and its university customers. The students representing Tower would be independent contractors paid on a commission basis for their assistance in bringing business to Tower from their own campuses.

"Basically," says Kantor, "we know they're very busy with classes so this would give them an opportunity to earn some money and to learn the ropes of a fascinating and growing industry at whatever pace they're comfortable with."

While the students are home from school, the company plans on holding training programs at its facility in Boynton Beach with the objective of familiarizing the students with the optics industry in general and the company's products in particular. While the program would be open to students in any area of study, the company believes students studying business might be the best fit for the program. "We think the emphasis on sales, client management and the importance of understanding one's product and industry can be a valuable lesson in business for those students who are inclined to pursue careers in business," said Perry Sofferman, Tower's Chief Strategy Officer and General Counsel who is also an adjunct professor of business at Florida Atlantic University.

Tower recently hired a freshman at the University of Arizona as its first campus representative. The company is currently seeking Floridians who attend the following schools, although others might be added: University of Central Florida, MIT, University of Rochester, Stanford University, California Institute of Technology, Harvard University and the University of New Mexico

Tower Optical Corporation is a premier manufacturer and distributor of high quality precision optics. Its stock and "build to spec" custom products are used in leading-edge photonics technology, electro-optics, lasers, telecommunications, medical instruments, optical imaging and optical computing. Products include, but are not limited to, crystal quartz waveplates and achromatic waveplates (retarders), lenses, prisms, beamsplitters, windows and mirrors. Its customers represent a broad variety of companies and industries including military, aircraft, aerospace, medical, university researchers and key U.S. Department of Defense contractors.

SOURCE Tower Optical Corporation

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08/05/2008

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