



News & Information

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ESSILOR IS TURNING UP THE HEAT WITH CRIZAL SUN LENSES

Crizal Sun lenses join Essilor's family of anti-reflective products

DALLAS – (January 5, 2007) – Things are heating up as Essilor of America, Inc. welcomes the newest member of its Crizal[®] anti-reflective (AR) family in January -- Crizal Sun[™] lenses. Essilor is proud to offer eye care professionals (ECPs) and patients the first integrated AR specifically designed as the perfect complement to sunwear. With the advantages that Crizal Sun lenses offer, this is the perfect complement to optimize vision through any sun lens.

“We saw a real need for this product in the market. Currently there is no ideal coating for sunwear in the industry,” said Carl Bracy, vice president of marketing for Essilor of America. “The goal with AR coatings is to let as much light in as possible. With polarized lenses you are aiming to keep the light out. Crizal Sun optimizes vision through any sun lens, making it the ideal AR choice for polarized or tinted lenses.”

Crizal Sun lenses are ideal because they add the same superior scratch protection and ease of cleaning as Crizal Alizé[®] to both sides of the lens. New specialized integrated technology reduces backside glare without the common front side color changes, keeping original color and look of the lens. Crizal Sun is also infused into the lens, so it will not wear or peel off over time.

Polycarbonate and high-index lens choices provide natural ultraviolet (UV) protection. The UV protection offered by Crizal Sun lenses is based upon the lens material choice. Crizal Sun lenses are comparable to lenses with Crizal Alizé in both performance and price and come with the proprietary Pad Control System[™].

Crizal products are industry-leading, anti-reflective coatings from Essilor that reduce glare and protect lenses from scratches, smudges, dust and dirt. Four products make up the Crizal family: Crizal, Crizal Alizé, Crizal Alizé with Clear Guard™ and now Crizal Sun lenses. Crizal Alizé with Clear Guard has unparalleled durability, superior cleanability and smudge resistance that provides wearers the clearest vision possible. With an unmatched hydrophobic coating, Crizal Alizé with Clear Guard allows water and oil to simply roll off, minimizing the need for cleaning. In addition, it has incorporated the same technology used in plasma televisions to add an integrated anti-particulate layer into the AR process. The result is a superior AR coating that stays cleaner, longer than any other AR coating, is easier to clean, and because of less cleaning, the lens is less likely to scratch. With the proprietary Pad Control System, Crizal lenses are also the easiest premium AR to edge.

Essilor is the leading manufacturer of optical lenses in the United States and is the market leader in progressive, high-index and anti-reflective coated lenses. A pioneer in the development and production of ophthalmic lenses, Essilor employs more than 8,500 people throughout North America. Essilor manufactures optical lenses under the Varilux®, Crizal®, Thin&Lite®, DEFINITY™ and other Essilor brand names. Essilor Laboratories of America (ELOA) is the largest, and most trusted, optical lab network in the U.S. and offers a wide choice of services and lens brands, including Essilor premium lenses, to eye care professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, S.A., a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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