



News & Information

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THE NEW FACE OF DEFINITY.COM
Essilor continues the new look and feel of DEFINITY

DALLAS – (January 5, 2007) – As Essilor of America, Inc. continues to roll out the next chapter of DEFINITY™ lenses, the Web site, www.DEFINITY.com, is also getting a fresh look. The updated Web site will mirror the new DEFINITY brand look and feel, as well as aligning with the other Essilor brand Web sites. The Web site will demonstrate key product benefits of DEFINITY lenses and how they are the ideal lens choice for the active lifestyle of today's presbyopes by providing the clearest vision possible.

“Since the re-branding marketing campaign for DEFINITY lenses in August of 2006, we have worked to make every aspect of the brand evoke the new look of DEFINITY. With the launch of the new Web site, it will offer both patients and ECPs a better online experience for obtaining information about DEFINITY lenses,” said Kelly Smoyer, DEFINITY Channel Marketing Manager. “The new Web site is easier to navigate, more intuitive and will help visitors find what they are looking for - faster.”

The DEFINITY Web site is for both consumers and professionals alike. The initial homepage of the site focuses on patients and their needs, but offers a link for eye care professionals (ECPs) to go to more specific pages. The updated site also includes a “*What's New?*” section that is used to communicate product extensions and new or exciting announcements. The color palette is consistent with DEFINITY's new marketing materials, focusing on their three colors: green to signify the active, strong lifestyle DEFINITY lenses help patients maintain, pink to demonstrate the excitement and passion of DEFINITY lenses, and yellow to show the optimism and light that DEFINITY lenses bring patients.

With superior intermediate vision and the least amount of unwanted astigmatism, DEFINITY lenses make computer use, driving or any other everyday activity more comfortable. Introduced nationwide in 2005, DEFINITY lenses use a patented, two-surface, offset design and digital surfacing to significantly reduce distortion. DEFINITY lenses feature a breakthrough exclusive technology, known as DUAL ADD[®] Design, which maximizes the available design space of the lens and allows for the least amount of peripheral distortion, while providing a smoother transition between all distances. DEFINITY lenses also feature GROUND VIEW ADVANTAGE[™], which is located beneath the near zone and reduces the near add power to help minimize distortion and flatten the field of vision. This provides clearer vision when looking down, making going up and down stairs, participating in outdoor activities or navigating uneven surfaces easier.

Both DEFINITY and DEFINITY[™] SHORT[™] lenses are available in polarized, and are the premium progressives for primary and secondary lens choices. DEFINITY SHORT is the only digitally surfaced short-corridor polarized progressive lens available today. DEFINITY and DEFINITY SHORT lenses are also available with Crizal Alizé with Clear Guard[™], which has unparalleled durability, superior cleanability and smudge resistance that provides wearers the clearest vision possible.

DEFINITY and DEFINITY SHORT lenses are available through Essilor Laboratories and other authorized laboratories nationwide. For more information, please call (800) 820-2020 or visit www.DEFINITY.com.

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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