



News & Information

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**ELOA PRACTICE BUILDER BECOMES A MORE POWERFUL TOOL
WITH LAUNCH OF NEW WEB SITE**

ELOA PracticeBuilder offers ECPs an enhanced competitive edge

DALLAS – (January 5, 2007) – Eye care professionals now have a powerful new online tool to help set New Year’s goals for their practices. Essilor Laboratories of America (ELOA) is expanding its ELOA PracticeBuilder™ with the launch of a new ELOA PracticeBuilder Web site, making the program accessible online beginning January 4, 2007. This online tool, which offers the original three components of ELOA PracticeBuilder, provides enhanced resources for ECPs to track practice growth, goals, profits and trends. ELOA PracticeBuilder provides helpful tools to improve practice operations, and enhance customer service and patient care.

“We designed ELOA PracticeBuilder for those who are serious about growing their practice and improving vision care and patient satisfaction,” said John Carrier, president of Essilor Laboratories of America. “We want to empower ECPs, while at the same time make it easier for them to manage and maximize their profitability. The available tools on this Web site were created for ECPs to provide resources to make them as successful as possible and will hopefully assist with the legwork of establishing practice goals and measuring success.”

The new Web site includes a variety of exciting enhancements, including profitability scenario models. ECP offices can use these tools to determine how to improve profitability based on product mix, how much of their traffic they are able to capture, who is generating sales in their practice and other sales information. These tools address such issues as new and existing areas in which to grow the practice and measuring and tracking ECPs against their established practice goals.

The Web site is also a great resource on industry news to help give ECPs a competitive edge. Information topics will include the “*ABC's of Dispensing*,” “*Tips and Tools of the Trade*” and

“*Managing Managed Care.*” A variety of practice and patient resources, available in printable format, are also available for ECPs to download and distribute.

For more information and to register, ECPs should visit www.ELOAPracticeBuilder.com. The service is free for practices. ECPs can individually determine the number of users and login access for their account.

In 2006 more than 3,500 ECPs took advantage of the ELOA PracticeBuilder, a three-step program that combines multiple incentives, staff training, and innovative business building tools to help practices’ maximize profitability and high-quality patient vision care. The program is combined of three basic elements:

- **Strategic planning sessions** – Meetings held with the ELOA sales consultant and ECPs/managers to align and better understand the practices’ business goals and challenges.
- **Incentive programs** – Recognizing staff members who are focused on the targets and helping the practice reach its goals.
- **Tracking results and ongoing training** – Monthly reporting and improvement over baseline and quarterly averages are supplied to practices via e-mail, fax or on-line at www.ELOAPracticeBuilder.com.

ELOA consultants will still be available to assist with practice analysis and other program components. Through a network of 105 laboratories across the U.S., exclusive product lines and industry leading programs, ELOA sales consultants deliver an unmatched level of support and success for new and existing eye care practices.

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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