



News & Information

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ESSILOR CONTINUES SUCCESS WITH VARILUX IPSEO
Plans for 2007 Include Launch of Varilux Ipseo ECP Program

DALLAS – (January 5, 2007) –Essilor of America, Inc. marks another year of success for Varilux[®] Ipseo[®] lenses, the industry’s first personalized progressive addition lens (PAL), with more advances to come throughout 2007. Essilor will continue supporting eye care professionals (ECPs) with the launch of an exciting program and the introduction of new tools for the Varilux Ipseo Premiere Program (VIPP). Essilor will also continue to expand the availability of VisionPrint Systems[®] throughout the United States.

“From conception to launch, and now to more than a year in the marketplace, Varilux Ipseo has secured its place as a premium personalized progressive addition lens,” said Mike Daley, president of Essilor Lenses. “We have received great responses from the ECPs who use and recommend Varilux Ipseo. They are excited that Essilor has this premium product to offer patients who want the best that personalized lenses can offer.”

Essilor will continue to expand the distribution of VisionPrint Systems nationwide to provide a broader group of ECPs with the opportunity to offer Varilux Ipseo. Currently, Varilux Ipseo lenses are selectively available through a limited number of ECPs in the United States and will continue to have exclusive distribution.

As part of its continuing support of ECPs, Essilor will kick off 2007 with the introduction of the Varilux Ipseo Premiere Program (VIPP), a program created to support and reward ECPs. The program will include an in-office poster, a window cling, black-and-white and color ad slicks, and telephone on-hold and radio advertising scripts. ECPs will also receive *Varilux Ipseo*

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Insight, a quarterly newsletter designed to keep ECPs who offer Varilux Ipeo lenses informed about the product. The January edition of the newsletter will also explain how ECPs can use each piece. ECPs can expect to receive the package during the last week of January 2007.

In addition, ECPs that dispense Varilux Ipeo lenses can look forward to special incentives from Essilor in 2007. The company will feature exclusive incentives and prizes at trade shows, and plans to expand select promotions offered through the Essilor Edge program.

Varilux Ipeo lenses, introduced in March of 2005, is the world's first and only PAL to integrate the physiological measures of an individual's Head and Eye movement and prescription parameters into a lens design for a completely custom-made PAL. Essilor's VisionPrint System measures the unique visual behavior of each patient's Head and Eye movements, and allows for lenses to be individually designed to optimize a patient's field of vision. The result is Varilux Ipeo lenses, a progressive lens that is adapted to your patients. The lens is available in the following materials: Thin&Lite[®] 1.74 in clear, Thin&Lite 1.67 in clear and Transitions[®] Lenses, Airwear[®] in clear and Transitions Lenses, and 1.50 index plastic in clear and Transitions Lenses. Varilux Ipeo lenses are offered through authorized Varilux distributors, including Essilor Laboratories of America (ELOA).

In April 2006, Varilux Ipeo lenses were enhanced with W.A.V.E. Technology[™]: Wavefront Advanced Vision Enhancement. This technology provides patients with sharper vision at all distances by virtually eliminating distortions found in all progressive lenses. Only Varilux Ipeo lenses combine "personalization" with W.A.V.E. Technology to create the ultimate progressive lenses.

The new Varilux Ipeo lenses with W.A.V.E. Technology will continue to be systematically available with Crizal Alizé with Clear Guard[™]. Crizal Alizé with Clear Guard provides unparalleled durability, superior cleanability and smudge resistance, giving wearers the clearest vision.

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Throughout 2006, Essilor introduced in-office materials for ECP use, which included a dispensing mat with removable inserts, ECP sales aids, and consumer brochures and brochure holders. Essilor is offering Varilux Ipseo Educational Resource training videos that are designed to educate ECPs about Varilux Ipseo lenses. Sales consultants are able to use these DVDs to demonstrate to ECPs how to properly use the VisionPrint System, fit patients with the lens and explain wavefront technology. The video describes the technology of the lens and includes real life mock scenarios between patients and ECPs. It provides general product background and demonstrates the difference between head and eye movers and how taking these measurements creates a truly personalized lens.

For more information, please visit www.Varilux.com or www.EssilorUSA.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 over 6,100 people in more than 100 facilities throughout the 50 states. 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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