



FOR IMMEDIATE RELEASE

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ESSILOR LAUNCHES NATIONAL CRIZAL CONSUMER AD CAMPAIGN
*Television, Radio and Digital Campaign Reveals How Crizal Defeats the
Five Enemies of Clear Vision*

DALLAS – (Jan. 6, 2011) – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, today announces the launch of a national consumer advertising campaign for Crizal® No-Glare lenses. Designed to inform patients about Crizal and drive them into independent eyecare professional (ECP) practices, the multi-media national consumer campaign includes television, radio, digital media, and print, as well as public relations.

Leading the campaign, the television commercial demonstrates the benefits of Crizal No-Glare lenses to patients and how these lenses provide the clearest vision possible in any condition. The commercial shows how Crizal lenses defeat the five enemies of clear vision – glare, scratch, smudge, dust and water.

“Essilor has been testing television and radio advertising in two markets since November 2008, and the positive results generated for independent ECPs in those markets led to this national expansion,” said Carl Bracy, senior vice president of marketing for Essilor of America. “We hope to increase office traffic and demand for No-Glare lenses, making it easier for independent ECPs to dispense Crizal, leading to patient satisfaction and practice growth.”

The multi-million dollar campaign, expected to at least reach 250 million consumers, will launch on March 7 and run through the end of the year. It can be found on top cable television stations; online sites such as Yahoo, MSN, Weather.com, iVillage, and others; popular radio formats such as talk, oldies, classic hits, news, sports, adult contemporary and others; and also in major consumer publications.

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To further support the independent ECP, Essilor is also launching a comprehensive tool kit that includes in-office merchandising materials, such as tent cards, frame-board displays, posters, cubes, and more. The tool kit also includes a training presentation on how practices can maximize this opportunity with their patients.

To view and listen to the television and radio commercials, visit www.crizalusa.com.

About Essilor

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 9,000 people throughout North America. Essilor manufactures optical lenses under the Varilux[®], Crizal[®], Thin&Lite[®], Xperio[®] and 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 eyecare 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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