



FOR IMMEDIATE RELEASE

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ESSILOR LAUNCHES CRIZAL EASY LENSES

New Entry-Level Crizal Product Offers Improved Smudge Resistance, Ease of Cleaning and Lasting Durability for Enhanced Clarity of Vision

DALLAS – (Jan. 6, 2011) – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, today announces the launch of Crizal Easy™ lenses, the clear choice in No-Glare technology. Easy-to-clean Crizal Easy lenses offer glare and scratch protection along with smudge resistance that is superior to every standard No-Glare lens on the market today. Crizal Easy lenses are a replacement for original Crizal® lenses, which will be discontinued in the first quarter of 2011.

“The debut of Crizal Easy lenses is just another example of how Essilor remains committed to delivering the best products available in the marketplace to eyecare professionals [ECPs] and their patients,” said Carl Bracy, senior vice president of marketing for Essilor of America. “Compared to entry-level No-Glare products, Crizal Easy lenses are superior at resisting smudges, repelling water and reducing glare and scratches. They are the ‘clear’ choice in No-Glare lenses.”

Crizal Easy lenses offer improved smudge resistance, ease of cleaning and lasting durability. The new product features a super-hydrophobic top coat for improved oil, water and smudge resistance. With the introduction of Crizal Easy, the Crizal brand is now the only No-Glare range to offer superior smudge resistance on its entire portfolio and feature Essilor’s patented Pad Control System™ layer to ensure excellent adhesion of the leap pad for precise and consistent edging and drilling. Crizal Easy lenses also have a 110 degree contact angle that not only makes it an improvement in cleanability over original Crizal lenses, but also makes it superior to all competitive No-Glare lenses.

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With Crizal Easy lenses, over 83 percent of the top coat's performance remains intact, even after 20,000 cleanings. This means the easy-to-clean nature of Crizal Easy lenses lasts after continued use. The new offering also has a double-sided integrated hard coat that ensures scratch resistance and durability that lasts.

Crizal Easy lenses will be available to ECPs and their patients on Jan. 11 in both Rx and Finished Single Vision lenses. For more information on Crizal Easy lenses, contact your Crizal sales consultant or visit 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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