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CONTACT: Kristan Zeilan
Essilor of America
214.496.4463
kzeilan@essilorusa.com

ESSILOR APP NOW AVAILABLE ON THE APP STORE

Lens Leader Makes it Easy to Discover Product Benefits and Locate an ECP

DALLAS – (Jan. 6, 2011) – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, announces the availability of the Essilor App on the App Store. The Essilor App allows iPhone and iPod touch users features to learn about lens benefits and locate an eyecare professional (ECP).

Using the new Essilor App, ECPs and patients can discover the visual benefits of Varilux[®], Crizal[®] and Xperio[®] lenses through interactive and engaging modules. Patients can also use the ECP locator tool to find a local ECP anywhere in the U.S.

“We want to make it as simple as possible to access information about our lens products,” said Carl Bracy, senior vice president of marketing for Essilor of America. “Our new Essilor App is another example of our commitment to help ECPs serve their patients.”

The Essilor App is available for free from the App Store directly from an iPhone or iPod touch or at www.itunes.com/appstore/. For more information, contact iPhoneApp@essilorusa.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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