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ESSILOR INTRODUCES SHARE YOUR XPERIO STORY PROGRAM

First 100 ECPs Will Win a Free Pair of Xperio Lenses

DALLAS – (Jan. 6, 2011) – Essilor of America, the nation's leading manufacturer of optical lenses, introduced the Share Your Xperio® Story program to provide eyecare professionals (ECPs) with an opportunity to offer video testimonials about their experiences prescribing and wearing Xperio polarized lenses. These lenses are known among ECPs and their patients to deliver superior UV protection, glare reduction, improved contrast sensitivity and visual acuity, allowing wearers to experience the outdoors with exceptional clarity and comfort.

The first one hundred eligible participants to upload their amateur videos to shareyourxperio.com will earn a voucher for a free pair of Xperio lenses. ECPs can also visit the site to view stories and practice tips submitted by their peers from around the country.

“We continue to hear from ECPs around the country who have had great experiences prescribing and wearing Xperio lenses,” said Carl Bracy, senior vice president of marketing for Essilor of America. “Now we have a place to collect even more of these inspiring stories about how Xperio lenses allow patients to experience greater driving safety as well as superior no-glare performance, and at the same time provide the ability for ECPs to share these stories with others.”

The Share Your Xperio Story program is looking for simple amateur videos that portray ECPs and their success stories. For example, entrants can simply sit in their favorite chair, turn on their camera or mobile phone, and tell their Xperio story. Or one can even record and submit a story directly from a webcam. Videos should be from 30 seconds to three minutes in length. Suggested topics include:

- How has prescribing Xperio sunglasses impacted your practice?
- What is your personal experience wearing Xperio lenses?

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- Can you describe a successful sunwear conversation and/or demonstration you had with one of your patients?
- What are your patients telling you about their Xperio polarized experience?

To enter and review the complete program rules and requirements, please visit shareyourxperiostory.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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