



---

---

**News & Information**

---

**FOR IMMEDIATE RELEASE**

**CONTACT:** Kristan Zeilan  
Essilor of America  
214-496-4463  
kzeilan@essilorusa.com

**ESSILOR UNVEILS CRIZAL AVANCÉ LENSES WITH SCOTCHGARD PROTECTOR**  
*New Generation of Lenses Offer Unprecedented Level  
of Lens Performance, Cleanability and Clarity*

**DALLAS – (January 7, 2008)** – Essilor of America, Inc. has teamed with 3M Company to debut a state-of-the-art lens, Crizal Avancé™ with Scotchgard™ Protector, the AR lens that's made to stay clean. This exciting new generation of Crizal® lenses offers customers an unprecedented level of lens performance, cleanability and clarity.

Combining the industry-leading, anti-reflective, durability and ease of cleaning benefits of Crizal Alizé with Clearguard™ lenses and the unmatched protective qualities of Scotchgard™ Protector, Crizal Avancé with Scotchgard Protector lenses offer patients the best available performance. Independent lab tests show these new lenses start out the easiest to clean and stay that way even after 20,000 cleanings or more cleanings than are typically experienced over the life of the prescription.

"Other lenses smear, smudge and break down over time, losing their cleanability" said Carl Bracy, vice president of marketing for Essilor of America. "By combining this familiar and trusted brand with the number one prescribed anti-reflective lens in the United States, eyecare professionals [ECPs] will be able to sell Crizal lenses with greater ease and success than ever before, with the help of Scotchgard Protector, a name the consumer understands and trusts. Further, ECPs can feel more confident that their customers will continue to experience the Crizal ease-of-cleaning benefit until they are ready to replace their eyewear."

The new Crizal Avancé with Scotchgard Protector lens technology delivers:

- The easiest to clean AR lens on the market that stays cleaner longer than competing lenses.
- Lenses start out and stay the easiest to clean even after 20,000 cleanings, defending the integrity of the AR efficiency and protecting the lens from scratches that can result from regular cleanings.

## Essilor Debuts Crizal Plus Lenses with Scotchgard Protector /Page 2

- Lenses that combine the anti-static technology of Crizal Alizé with Clearguard lenses and the improved protective performance of Scotchgard to repel dust, dirt, fingerprints, oil and grease better than ever.

Beginning Jan. 15, 2008, Crizal Avancé with Scotchgard Protector lenses will be available to ECPs and their patients.

For more information on the new Crizal Avancé with Scotchgard Protector lenses, contact your Crizal representative or visit [www.crizal.com](http://www.crizal.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 more than 8,500 people throughout North America. Essilor manufactures optical lenses under the Varilux<sup>®</sup>, Crizal<sup>®</sup>, Thin&Lite<sup>®</sup>, DEFINITY<sup>™</sup> 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).

###

Essilor, Varilux, and Crizal are registered trademarks and DEFINITY is a trademark of Essilor International. Thin&Lite is a registered trademark and Crizal Alize with Clear Guard is a trademark of Essilor of America, Inc. Scotchgard is a trademark of 3M. Used under license.