



FOR IMMEDIATE RELEASE

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ESSILOR INTRODUCES DEFINITY AND DEFINITY SHORT WITH DUAL ADD 2.0
Enhanced Technology and Design Create Customized Lens with Wider Fields of Vision

DALLAS – (Jan. 8, 2009) – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, today announces the launch of DEFINITY[®] and DEFINITY SHORT[™] lenses with DUAL ADD[®] 2.0. DEFINITY lenses are the first and only digitally surfaced, progressive-addition lenses with the patented DUAL ADD technology and design. While DEFINITY and DEFINITY SHORT lenses have consistently provided patients with the widest fields of vision and least amount of peripheral distortion, with the new Dual ADD 2.0 both important attributes are improved.

DUAL ADD 2.0 allows for multiple Rx calculations on the back side of the lens to enable a multi-design, customized lens. The enhanced design provides patients with wider fields of vision in all three zones as well as smoother transitions between all three zones, while maintaining the GROUND VIEW ADVANTAGE[™] of the current DEFINITY lenses. The new Dual Add 2.0 technology allows improved symmetry in the distance zone of the lens, improved and precise alignment between the front and back surfaces of the lens in the intermediate zone and dynamic inset in the near.

“With the DUAL ADD 2.0 enhancement, the DEFINITY product line provides even more options for active presbyopes,” said Carl Bracy, vice president of marketing for Essilor of America.

Beginning Feb. 3, 2009, DEFINITY and DEFINITY SHORT with DUAL ADD 2.0 lenses will replace the current DEFINITY and DEFINITY SHORT lenses in the following materials.

- 1.50 Clear and Transitions[®] VI Gray and Brown

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- Airwear[®] Clear, Polarized Gray and Brown and Transitions VI Gray and Brown
- 1.60 Clear
- 1.67 Clear and Transitions VI Gray and Brown

DEFINITY and DEFINITY SHORT lenses in Trivex[®] material as well as 1.50 Polarized Gray and Brown will continue to be available in the current DUAL ADD technology until their release in the new DUAL ADD 2.0 version in Q2.

Introduced nationwide in 2005, DEFINITY and DEFINITY SHORT lenses make computer use, driving or any other everyday activity more comfortable. With GROUND VIEW ADVANTAGE, these lenses also provide clearer vision when looking down, making it easier to go up and down stairs, play golf or tennis and navigate uneven surfaces.

For more information on DEFINITY and DEFINITY SHORT lenses with DUAL ADD 2.0, contact your DEFINITY representative or visit www.definity.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[®], Crizal[®], DEFINITY[®] Thin&Lite[®], 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).

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