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ESSILOR CELEBRATES VARILUX'S 50TH ANNIVERSARY
World's first progressive lens continues to set standards in vision care

DALLAS – (Jan. 8, 2009) – Essilor of America, Inc., the nation's leading manufacturer of optical lenses, is kicking off its celebration of the 50th Anniversary of Varilux[®] lenses, the world's first and most prescribed progressive eyeglass lens in the world, with a year of exciting activities. The company will commence the celebrations with a new 3D movie "The Varilux Experience" and the revelation of a special anniversary logo.

"Essilor is thrilled to celebrate the golden anniversary of this ground-breaking invention, which was the starting point of our longstanding history of innovation," said Carl Bracy, vice president of marketing for Essilor of America. "Varilux has greatly advanced lens science during the last 50 years, and we are committed to continuing our efforts to make sure people have the best vision possible"

The company will introduce a new Varilux logo, Crizal logo, and a new Essilor logo in January. And a special Varilux anniversary logo will also be used throughout the course of 2009 for events surrounding the Varilux 50th anniversary.

The name Varilux means "variable light" to denote the progressive, or variable, power of the lens. The introduction of Varilux lenses changed the lives of presbyopes by allowing wearers for the first time to see at all distances - near, far and everything in between. Worldwide, more than 300 million eyeglass wearers have chosen Varilux lenses. In fact, every minute there are 20 new Varilux wearers worldwide.

Since its invention by young optical and mechanical engineer Bernard Maitenaz in 1959, Varilux has and set new standards with new generations, including: Varilux 1, Varilux 2, Varilux Multi

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Design[®], Varilux Comfort[®], Varilux Panamic[®], Varilux Liberty[®], Varilux Ipseo[®], Varilux
Ellipse[®] and Varilux Physio[®].

For more information on Varilux lenses, please visit www.essilorusa.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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