



FOR IMMEDIATE RELEASE

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**ESSILOR INTRODUCES DEFINITY LENSES WITH DUAL ADD 2.0
IN THIN&LITE 1.74 MATERIAL**

DALLAS – (Jan. 8, 2010) – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, is proud to offer DEFINITY® lenses with DUAL ADD® 2.0 technology and design in Thin&Lite® 1.74 material.

“DEFINITY lenses are the best-selling digitally surfaced lenses in the marketplace today,” said Carl Bracy, vice president of marketing for Essilor of America. “The introduction of DEFINITY lenses in 1.74 index material provides a wide selection of options to eyecare professionals (ECPs) and their patients.”

This also completes the product portfolio of DEFINITY that is currently available in standard plastic, polycarbonate Airwear®, Trivex® material, Thin&Lite1.60 and Thin&Lite 1.67.

The patented DUAL ADD technology of DEFINITY lens design allows minimum astigmatism within the lens surface as compared to other traditional and single surface digitally surfaced lenses. Wearers get a wider field of vision in all the three viewing zones and in addition, get the benefit of the Ground View Advantage™—a fourth zone below the reading area.

In addition, Essilor’s Thin&Lite 1.74 material is the thinnest high-index lens, providing superior optical performance for patients with complex prescriptions.

Beginning Feb 23, Essilor will offer these lenses in the following product specifications:

- Rx Range: -14.00D to +9.00D

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- Base Curve: 1.70, 1.75, 2.75, 3.75, 5.25, 6.50, 8.00
- Add Power: +1.00 to +3.00 and +3.50
- Coating Options: Crizal[®] Alizé[®] and Crizal Avancé[™] with Scotchgard[™] Protector

DEFINITY 1.74 is systematically coated with a choice of Crizal Avancé[™] with Scotchgard[™] Protector or Crizal Alizé.

For more information on DEFINITY lenses with DUAL ADD 2.0 in Thin&Lite 1.74 material, contact your Essilor brand sales consultant or visit www.definity.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[®], DEFINITY[®], Thin&Lite[®], and other Essilor brand names. Essilor Laboratories 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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