



**FOR IMMEDIATE RELEASE**

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

**ESSILOR DEBUTS XPERIO VIDEO SERIES AND WEBINAR PROGRAM**  
*New Educational Tools to Provide Additional Insight on the Benefits of Polarized Lenses*

**DALLAS – (Jan. 8, 2009)** – Today, Essilor of America, Inc., the nation's leading manufacturer of optical lenses, introduced an Xperio™ educational video series as a follow up to the Xperio Sunwear Conversation role-play video previously released during the summer of 2009.

In this new DVD, Dr. Mark R. Wright discusses why polarized lenses are the best outside lens solution, and how eyecare professionals (ECPs) can more successfully talk about prescription sunwear with their patients.

“There is a significant opportunity to continue to expand the use of polarized lenses by informing patients about the benefits of a primary outside pair of eyeglasses,” said Carl Bracy, vice president of marketing for Essilor of America. “Xperio lenses provide ECPs with an opportunity to grow their practices.”

Also planned for January through August is an Xperio polarized lenses webinar training program and promotion for ECPs. Every optometrist, dispenser and optician who participates in the webinar will receive a complimentary Xperio lens voucher and be eligible to win an "Experience the Outdoors" prize, such as a set of high-end, professional golf clubs and tour bag.

Xperio polarized lenses allow patients to experience both a safe and beautiful world by delivering UV protection, glare reduction and improved contrast sensitivity and visual acuity, allowing wearers to experience the outdoors with exceptional clarity and comfort.

## **Essilor Debuts Xperio Video and Webinar Series / Page Two**

ECPs can visit [www.xperio.com/training](http://www.xperio.com/training) for webinar program details. Finally, ECPs can also look for an Xperio iPhone® application—also coming in January.

### **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).

# # #

Essilor, Varilux, Crizal and DEFINITY are registered trademarks and Xperio is a trademark of Essilor International. Thin&Lite is a registered trademark of Essilor of America, Inc. All other trademarks are the property of their respective owners.