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News & Information

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

ESSILOR INTRODUCES VARILUX PHYSIO SHORT 360° LENSES

Optical Leader Offers First Short-Corridor Progressive Lens with W.A.V.E. Technology

DALLAS – (Feb. 12, 2009) – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, announces Varilux Physio Short 360°™, the first short-corridor progressive lens enhanced with W.A.V.E. Technology™: Wavefront Advanced Vision Enhancement. Specifically designed to function best in short frames, the design has been enhanced by the integration of W.A.V.E. Technology, delivering 30% greater contrast sensitivity for the sharpest and most natural progressive vision at every distance. The Varilux 360° Optimizationsm process further enhances the lens, providing 30% wider fields of vision and reduced distortion, particularly for patients with complex prescriptions.

“Varilux Physio Short 360° provides the most natural visual performance of any short-corridor progressive lens on the market,” said Carl Bracy, vice president of marketing for Essilor of America. “Essilor can now offer ECPs and their patients the unique benefits of W.A.V.E. Technology and Varilux 360° Optimization in the fashionably-short frames many patients prefer.”

Beginning March 17, Varilux Physio Short 360° will be available to all Varilux laboratories through Essilor processing centers in the following materials and specifications:

Airwear® 1.59

- Rx Range: -10.00 to +6.00
- Add Power: 0.75 to 3.00

Airwear 1.59 Transitions® VI Gray and Brown

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- Rx Range: -10.00 to +6.00
- Add Power: 0.75 to 3.00

Thin&Lite® 1.67

- Rx Range: -12.00 to +9.00
- Add Power: 0.75 to 3.00

Thin&Lite® 1.67 Transitions VI Gray and Brown

- Rx Range: -12.00 to +9.00
- Add Power: 0.75 to 3.00

All Varilux Physio Short 360° lenses come with Crizal®, Crizal® Alizé®, or new and improved Crizal Avancé™ with Scotchgard™ Protector for the best in protection against glare, scratches, dust and fingerprints.

For more information on the new Varilux Physio Short 360° lenses, contact your Varilux brand or lab representative or visit www.varilux.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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