



News & Information

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The Race To Paris Is On!

Essilor Promotion to Send 100 ECPs to Paris

DALLAS – (February 18, 2005) Essilor of America is inviting eyecare professionals to Picture Paris! Through May 2005, participating eyecare professionals can earn their way towards a trip to Paris, as well as fabulous prizes ranging from electronics to jewelry, by achieving personalized goals for Varilux® and Crizal® sales. One hundred eyecare professionals will receive a trip for two to Paris with deluxe accommodations for six days and five nights.

By visiting www.pictureparispromo.com, eyecare professionals can select one of three growth goals for Varilux products. The higher the goal, the more award points eyecare professionals can earn if achieved. The award points are redeemable in a special Picture Paris! prize catalog. In addition, eyecare professionals receive set sales goals for Crizal or Crizal Alizé™ products. If both Varilux and Crizal/Crizal Alizé goals are met, eyecare professionals will receive an automatic 20 percent increase in award points. And then, the race to Paris is on!

“This is the most comprehensive and exciting promotion in our industry. At Essilor, we pride ourselves on having the strongest, most loyal relationships with independent eye care professionals. This trip to Paris is a celebration of our continued appreciation for eyecare professionals’ partnership with Varilux and Crizal,” said Mike Daley, president of Essilor Lenses. “No other company has offered more sales, support and partnership than Essilor with Varilux and we plan to celebrate that together in Paris.”

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 International is the Official Worldwide Supplier of Ophthalmic Lenses to Special Olympics-Lions Club International Opening Eyes Program®.

Essilor is the leading manufacturer of optical lenses in the United States and founding partner of VisionWeb(sm), www.visionweb.com, the premier Internet-based tool for eye care providers backed by industry leaders. A pioneer in the development and production of ophthalmic lenses, Essilor is the market leader in progressive, high-index and anti-reflective coated lenses. The company manufactures optical lenses under the Varilux®, Crizal®, Airwear® and Essilor brand names. For more information, please see the new www.essilorusa.com.

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