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ESSILOR LAUNCHES CRIZAL SUNSHIELD LENSES

*New No-Glare Sun Lenses are the First and Only to Eliminate UV Reflections
on the Back Side of the Lens*

DALLAS – (March 18, 2011) – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, today announces the launch of Crizal SunShield™ lenses, the first and only No-Glare sun lenses that eliminate UV reflections from the back side of the lens. Crizal SunShield lenses are now the most technologically advanced and protective No-Glare sun lenses available and will replace the following lenses: Crizal Sun™ with Scotchgard™ Protector and Crizal Sun Mirrors™ with Scotchgard™ Protector

Crizal SunShield lenses offer improved UV protection by incorporating a new optimized formulation to eliminate backside UV reflections – allowing 30 percent less UV light into the eye than ordinary sun lenses. Other sun lenses only provide protection from UV transmission through the front of the lens. When combined with polarized or tinted lenses, Crizal SunShield now provides wearers with complete 360° protection, which helps protect the wearer from UV-related diseases, such as macular degeneration, cataracts and pterygium.

In addition, Crizal SunShield lenses eliminate 99 percent of visible glare and light reflections on the back side of the lens, which makes vision more comfortable, especially in sunny conditions. In fact, independent perception testing performed by EUROSYN, showed that patients wearing Crizal Sunshield lenses experienced 40 percent greater comfort, compared to ordinary sun lenses.

Finally, Crizal SunShield lenses incorporate the advanced technologies of Crizal Avancé™ lenses with Scotchgard™ Protector, the SR Booster™ Layer and anti-static properties to the

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back side of the lens to enhance scratch protection and resistance to dust. Crizal SunShield lenses now have twice the backside scratch resistance and stay cleaner longer.

“Essilor is proud to offer ECPs the most complete No-Glare sun lenses available today,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “Patients want to protect their eyes, and we have enhanced that protection by addressing the problem of UV reflections. Plus, considering that patients typically treat sun lenses more harshly than their primary pair, the addition of new technologies allows Crizal SunShield lenses to better meet every patient need. We now offer the most scratch-resistant, smudge-resistant and easiest to clean sun lens on the market.”

For more information about Crizal SunShield lenses, contact your Crizal[®] sales consultant or visit crizalusa.com. View updates about Crizal SunShield lenses by bookmarking <http://mobile.essilorusa.com> on any smartphone browser.

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).

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