ESSILOR DEBUTS XPERIO SUNWEAR CONVERSATION TRAINING SERIES
New Online Course to Share Proven Success Methods for Selling
Polarized Prescription Sunwear

DALLAS – (March 18, 2011) – Eyecare professionals (ECPs) will soon have a robust professional development tool to further expand their expertise in polarized prescription sunwear. Beginning March 29, Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, will offer the Xperio® Sunwear Conversation Training Series, an online training program to help ECPs and sales consultants successfully display and dispense Xperio polarized lenses in their practices.

The Xperio Sunwear Conversation Training Series will share proven methods for designing and implementing systems to successfully prescribe polarized prescription sunglasses to patients. Every ECP who completes the course will receive a voucher for a free pair of Xperio polarized lenses with Crizal SunShield™, the first and only No-Glare sun lenses that incorporate an optimized AR stack to eliminate UV reflection from the backside of the lens.

“Our patient research shows that polarized prescription sunwear is an unmet need,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “By offering eyecare professionals this conversation training series, Essilor hopes to help ECPs educate consumers on the affordable and durable options available for polarized prescription sunwear.”

A recent survey commissioned by Essilor revealed 81 percent of eyeglass wearers are interested in polarized lenses, yet most have not heard about them from their ECP. Patients are either uneducated about the dangers of UV rays, glare and compromised vision and that a solution exists, or they are educated but knowingly compromise their vision due to price sensitivity and
Essilor Debuts Xperio Sunwear Conversation Training Series

inconvenience. The online training sessions aim to help ECPs solve the misconception patients hold of polarized prescription sunwear.

Xperio polarized lenses are the industry-leading designs and materials from Essilor. Xperio polarized lenses are superior to ordinary tinted lenses with benefits that include: glare reduction, true color perception, unmatched clarity of vision, superior scratch resistance and 100 percent UVA/UVB protection. The Xperio factory hardcoat is more durable than the leading competitor’s, with Bayer scores of 7.1 vs. 3.1, which helps patients get the most out of their sunwear purchase. In addition, by reducing road and vehicle glare, drivers wearing polarized lenses are able to react faster to hazards on the road.

For more information on Xperio lenses, please visit xperiousa.com. For more information or to sign up for the Xperio Sunwear Conversation Training Series, please visit xperiousa.com/training. View updates about Xperio 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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