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

**ECO-CONSCIOUS MANUFACTURING MAKES ESSILOR
AIRWEAR LENSES GREEN**

Polycarbonate Lenses Now Made Using Environmentally-Conscious Practices

DALLAS – (March 19, 2010) – Essilor of America, Inc., the nation's leading manufacturer of optical lenses, recently announced its Airwear[®] polycarbonate lenses are made from using environmentally-conscious practices, including the use of 100 percent recycled water and packaging and re-purposing unused materials to other industries.

Essilor's responsible manufacturing initiatives include:

- **Packaging:** Semi-finished Airwear lenses come in 100 percent recyclable cardboard made from 100 percent recyclable wooden fibers, helping eliminate 460,000 pounds of global plastic waste every year.
- **Water Consumption:** 100 percent recycled water is used for the production of Airwear lenses, thereby conserving millions of gallons of water.
- **Recycling Excess Material:** Airwear lenses re-purpose unused materials to other industries, such as automobiles and toys.
- **Donating Eyewear:** In partnership with Lions Club International, Essilor will accept old, usable glasses and donate them to those in need.

“Essilor is committed to greener manufacturing with our Airwear lenses,” said Carl Bracy, vice president of marketing for Essilor of America. “As an extension of our green practices, we also want to encourage and inspire eyecare professionals [ECPs] and their patients to be more responsible with easy and everyday ways to create a green routine.”

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As part of this commitment, Essilor invited environmentally-conscious consumers to share their visions of a greener world by entering the "Lighter.Safer.Greener." contest, which launched on Oct. 1, 2009. Patients submitted their creative ideas on how they are making the world a greener, more sustainable place for a chance to win Airwear lenses for the entire family. To date the campaign has reached more than 31.8 million consumers through more than 920 media placements, including feature stories and mentions.

But going green doesn't mean sacrificing comfort, performance, protection and style. Airwear lenses are still 43 percent lighter and 10 times more impact resistant than standard plastic lenses, so they have the lightness and strength patients need in a lens while also providing enhanced comfort and appearance. The lenses are available for single vision and progressive prescriptions, and are compatible with the world's most trusted vision brands such as Varilux[®], Crizal[®], Xperio[®], DEFINITY[®] and Transitions[®].

For more information, please visit www.Airwear.com.

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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