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ESSILOR LABS OF AMERICA INTRODUCES PRACTICEBUILDER ELITE
New Rewards Program to Offer Special Promotions, Services and Rewards

DALLAS – (March 19, 2010) – Essilor Laboratories of America, Inc. (ELOA), the largest network of optical laboratories in the country, is expanding its highly successful rewards program ELOA PracticeBuilder™ with the launch of a new version, PracticeBuilder™ Elite. Beginning in April, the program will offer special quarterly product promotions, new product training, dedicated customer service and year-end bonus rewards, such as travel vouchers and electronics.

Accounts qualify for PracticeBuilder Elite by growing through the standard PracticeBuilder program and achieving a minimum of 50 premium jobs per month. As part of a unique set of benefits to being in the Elite program, accounts will have exclusive access to ELOA MarketBuilder, a new online tool that allows Eyecare Professionals (ECPs) to market directly to patients in any zip code. ECPs participating in the PracticeBuilder Elite program will also get to choose the quarterly promotions they participate in and how they are rewarded. Increases in premium jobs and net sales will determine the size of the year-end bonus rewards.

“ELOA is excited to debut PracticeBuilder Elite as a part of our ongoing efforts to offer more resources than any other laboratory network to help our customers achieve success,” said Réal Goulet, president of Essilor Laboratories of America, Inc. “We hope this innovative new program will help ECPs increase patient health, profits and growth.”

To learn more about ELOA PracticeBuilder Elite or how to qualify, speak with an Essilor Laboratories sales consultant, or visit booth LP2036.

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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 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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