



**FOR IMMEDIATE RELEASE**

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**ESSILOR LAUNCHES TRANSITIONS XTRACTIVE LENSES**  
*New Everyday Photochromic Lenses Provide an Extra-Dark Tint Outdoors*

**DALLAS – March 19, 2010** – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, and Transitions Optical, Inc., today announced the launch of Transitions® XTRActive™ – a new and advanced offering in the Transitions family of photochromic products. These new lenses are designed for patients who spend much of their day in bright, sunny conditions and desire to have the darkest everyday lenses available. Transitions XTRActive lenses are not a replacement line for Transitions VI lenses, which will continue to be available for the foreseeable future.

“Transitions XTRActive lenses represent an additional choice in everyday lenses and are perfect for patients who want an extra-dark lens outdoors,” said Carl Bracy, vice president of marketing for Essilor of America. “The ideal lens wearer may spend most of their time outdoors, or in bright and sunny conditions, and may prefer a slight indoor tint.”

Transitions XTRActive lenses are the best everyday Transitions lenses for extra darkness at all temperatures. Unique lens features include a slight tint when indoors, a very dark tint when outdoors and a slight activation behind the windshield of a car, which is dependent on windshield shape and inclination as well as the position of the driver.

Beginning March 9, Essilor will offer these lenses in the following product specifications:

**SFSV AS Airwear® Transitions XTRActive Gray**

- Index: 1.59
- Power Range: +8.00 D to -10.00 D
- Base Curves: 0.25, 0.50, 1.25, 2.50, 3.00, 3.50, 3.62, 4.00, 4.50, 5.25, 6.00, 6.75, 7.25, 8.00
- Cylinder: Up to -4.00

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**Accolade® Airwear Transitions XTRActive Gray and Accolade Freedom™ Airwear Transitions XTRActive Gray**

- Index: 1.59
- Power Range: +6.00 D to -10.00 D
- Base Curves: 2.00, 3.00, 4.00, 5.50, 6.50
- Add Power: 0.75 to 3.50
- Cylinder: Up to -4.00

Beginning March 30, Essilor will offer these lenses in the following product specifications:

**Varilux® Physio® Airwear Transitions XTRActive Gray**

- Index: 1.59
- Power Range: +6.00 D to -10.00 D
- Base Curves: 1.75, 3.00, 4.00, 5.50, 7.25
- Add Power: 0.75 to 3.50, 4.00
- Cylinder: Up to -4.00

**Varilux Physio Enhanced™ Airwear Transitions XTRActive Gray**

- Index: 1.59
- Power Range: +6.00 D to -10.00 D
- Add Power: 0.75 to 3.50, 4.00
- Cylinder: Up to -6.00

Additional product information can be found on Essilor's brand Web sites at [www.airwear.com](http://www.airwear.com), [www.accoladelenses.com](http://www.accoladelenses.com) and [www.VariluxUSA.com](http://www.VariluxUSA.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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