



**FOR IMMEDIATE RELEASE**

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**ESSILOR DEBUTS XPERIO POLARIZED LENSES—TRY IT RISK-FREE  
GUARANTEE**

*ECPs can Offer Patients the Option to Exchange their Xperio Lenses, if not Completely Satisfied*

**DALLAS – (March 19, 2010)** – Today, Essilor of America, Inc., the nation's leading manufacturer of optical lenses, introduced the Xperio™ Polarized Lenses—Try It Risk-Free Guarantee. From April 1 through Dec. 31, eyecare professionals (ECPs) can offer their patients the option to exchange their Xperio polarized lenses for a tinted pair of lenses in the same prescription, design and index if they are not entirely satisfied with the performance of their Xperio lenses.

“Essilor is excited to offer ECPs an option to demonstrate our confidence in Xperio’s superior performance,” said Carl Bracy, vice president of marketing for Essilor of America. “With these outstanding lenses, patients will experience glare protection, 100 percent UVA and UVB protection, greater road safety and superior performance.”

Xperio lenses offer the following the outstanding benefits and features:

- **100 Percent UVA and UVB Protection:** Xperio polarized lenses completely block UV rays, providing 100 percent UVA and UVB protection—reducing potential vision damage. UV exposure has been linked to a number of common diseases such as cataracts, macular degeneration and malignant cancer of the eyelid.
- **Glare protection:** Unlike regular sunglasses, Xperio polarized lenses virtually eliminate glare, allowing patients to see more clearly and comfortably outside.

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- **Greater Road Safety:** Xperio polarized lenses eliminate dangerous glare—even dashboard glare—for greater driving safety.
- **Superior Performance:** Xperio polarized lenses let patients see with greater clarity, truer color perception and total eye comfort.

Xperio lenses are also available with Crizal Sun™ with Scotchgard™ Protector, which is designed specifically for sun lenses and protects both the eyes and lenses.

The Xperio Polarized Lenses—Try It Risk-Free Guarantee is applicable to the Xperio component only. The guarantee does not cover progressive lenses adaption issues, frames, incorrect prescription or ordering or patient refunds. The Xperio Polarized Lenses—Try It Risk-Free Guarantee is not a refund. Patients must return lenses within 90 days of the order invoice date if not satisfied. Lenses returned after the 90-day period are ineligible.

In order to make a claim under the new Xperio Polarized Lenses—Try It Risk-Free Guarantee, ECPs must fill out a Claim & Return Form and submit it to a participating Essilor Laboratory, which will refill the replacement tinted lens order in its normal processing time. Essilor will provide a credit for the Xperio lens and a charge for the replacement tinted lenses.

Visit [www.xperio.com](http://www.xperio.com) for details.

### **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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