



News & Information

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ESSILOR EXPANDS DEFINITY IN A NEW MATERIAL *DEFINITY Now Available in Thin&Lite 1.67*

DALLAS – (March 23, 2007) – Essilor of America, Inc. announced today that DEFINITY™ progressive lenses are now available in Thin&Lite® 1.67. The DEFINITY Thin&Lite 1.67 lens offers all the benefits of the patented DUAL ADD® Technology and Design associated with DEFINITY in a thinner, lighter material. With the addition of Transitions V® with ESP™, DEFINITY now offers a high-index lens available in Transitions gray and brown.

“DEFINITY is our lens choice for presbyopes who wish to maintain an active lifestyle,” said Carl Bracy, vice president of marketing for Essilor of America. “By offering DEFINITY in our Thin&Lite 1.67 material, we are giving those patients the option to have that same lens in our most aesthetically pleasing material.”

DEFINITY Thin&Lite 1.67 lenses will offer patients extreme comfort due to its lighter weight. The thinner profile will provide patients with more stylish frame options. The lens also has an increased add power up to +4.00.

The Transitions options will allow patients who maintain an active lifestyle, to easily go from inside to outside, without having to switch glasses. Transitions provides superior glare protection, 100 percent protection from harmful UVA and UVB radiation and visual comfort from eye strain and fatigue.

With superior intermediate vision and the least amount of unwanted astigmatism of any single-surfaced progressive lens, DEFINITY lenses make computer use, driving or any other everyday activity, more comfortable. GROUND VIEW ADVANTAGE™ provides clearer vision when

looking down, making it easier to go up and down stairs, play golf or tennis and navigate uneven surfaces.

Introduced nationwide in 2005, DEFINITY lenses use a patented, two-surface, offset design and digital surfacing to achieve a lower distortion than other progressive addition lenses. DEFINITY lenses feature a breakthrough exclusive technology, known as DUAL ADD Technology, which maximizes the available design space of the lens and allows for the least amount of peripheral distortion of any progressive lens, while providing a smoother transition between all distances. DEFINITY also features GROUND VIEW ADVANTAGE, which reduces the near add power to help minimize distortion and flatten the field of vision. This creates clearer vision when patients look down.

All DEFINITY lenses are available with Crizal[®], Crizal Alizé[®] and Crizal Alizé with Clear Guard[™].

Available Images: 323954 – Thin & Lite 1.67; 290672 – DEFINITY GROUND VIEW ADVANTAGE; 297454 – DEFINITY Illustration; 318245 – DEFINITY lifestyle photo

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 over 6,100 people in more than 100 facilities throughout the 50 states. Essilor manufactures optical lenses under the Varilux[®], Crizal[®], Thin&Lite[®], 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., the worldwide leader in ophthalmic lenses and a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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