



News & Information

FOR IMMEDIATE RELEASE

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**ESSILOR OFFERS INDEPENDENT DISTRIBUTION DIVISION ADVANTAGE PLAN LABS
ADVANTAGE LEARNING EDUCATION PROGRAM**

Essilor equipping IDD Advantage Plan Labs with high level online certification program

DALLAS – (March 23, 2007) – Essilor of America, Inc. (EOA) is offering its Independent Distribution Division (IDD) Advantage Plan Labs expanded Advantage Learning program designed specifically for independent lab sales representatives. The program includes three components: KNOWLEDGE, SKILLS and APPLY.

“Advantage Learning is exclusive to Essilor and the only one of its kind being offered in the industry,” said Bob Colucci, IDD president. “It is designed specifically to provide select independent labs with industry-leading education and to help grow their sales.”

Advantage Learning KNOWLEDGE courses, launched in March of 2006, consist of up-to-date product and market trend courses. Launching this spring are selling SKILLS courses and this fall, Essilor will launch its first ever in-office eye care professional (ECP) education with certification program called APPLY.

Once independent sales representatives successfully complete all knowledge courses available, they become certified as an ADVANTAGE LAB PRO. The ADVANTAGE LAB PRO is a highly trained certified expert who is experienced and able to provide ECPs with a wide range of consultative services to help grow their practice.

Independent sales representatives begin at the KNOWLEDGE level. They will learn product knowledge, technology, comparative analysis and market trends for bench marking.

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This section consists of the following courses:

- PALs & Varilux[®] lenses
- AR & Crizal[®] Family of Lenses
- Lens Materials
- Market Trends
- Comparative Analysis
- DEFINITY[™] lenses
- Transitions[®]
- Sunwear/Polarized
- Varilux[®] Physio[®] lenses
- Accolade[™] and Accolade Freedom[™] lenses available this spring

Advantage Lab Pros who have successfully completed the KNOWLEDGE level proceed to the SKILLS level, launching this spring. This is expert-level education that teaches territory/account management, selling, presentation, best practices and will offer executive level professional development electives for lab principals and sales representatives.

Launching late 2007, Advantage Lab Pros will be able to teach and train their ECPs with in-office certification program, known as APPLY. The Advantage Lab Pros will also receive training on delivering effective in-office training to their accounts. After successfully completing KNOWLEDGE courses and certification as Advantage Lab Pro, independent sales representatives maintain their certification by completing the Annual Recertification Exam in January of each year.

Advantage Lab Pros celebrate their achievement with personal rewards called AwardperQs[®] available online. With the AwardperQs sales representatives can choose from over 16,000 awards including 700 brand name merchandise items, air-travel, vacation packages, hotels and resorts.

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The Advantage Learning Program is continually updated with new courseware and available online 24 hours a day. Each course takes only 45-90 minutes to complete, thus allowing independent sales representatives the utmost flexibility with their schedule.

Participating sales representatives, including Lee Hagwood, territory sales manager, Luzerne Optical Labs are already discussing the positive impact the Advantage Learning Program is having on their business. “The Advantage Learning Program is by far the best online training program for laboratory sales reps. What I have learned will better equip me to train my accounts to be more successful. Knowledge is power and what I learned about Essilor's premium lens products and current market trends aid me in my goal to be a valuable resource for my customers (ECPs). Also, the AwardperQs are a terrific added bonus. The selection of merchandise is awesome...”

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 8,500 people throughout North America. 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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