



FOR IMMEDIATE RELEASE

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**ESSILOR DEBUTS NEW DEFINITY COMMUNITY OFFERING ECPS EXCLUSIVE
MEMBER-ONLY REWARDS, PROMOS AND PRODUCT ANNOUNCEMENTS**

Kick Off Promotion Runs Through April 30; Offers Chance To Win DEFINITY Vouchers

DALLAS – March 23, 2012 – Essilor of America, the nation's leading manufacturer of optical lenses, today announced the launch of the new DEFINITY CommunitySM, an exclusive membership program designed to enrich the DEFINITY[®] experience. By joining the DEFINITY Community, eyecare professionals (ECPs) will receive access to member-only rewards, qualify for member-only promotions and receive exclusive DEFINITY product announcements.

“Essilor takes pride in the loyalty shown by ECPs as they continue to support the DEFINITY brand,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “We are excited to offer ECPs an opportunity to join the exclusive DEFINITY Community as an expression of appreciation for their dedication to helping patients see their best.”

The initial DEFINITY Community Kick Off Promotion runs through April 30 and offers registered ECPs the chance to win two DEFINITY vouchers per month throughout the duration of the promotion.

Select ECPs received invitations to register for the DEFINITY Community Kick Off Promotion via email, postcards and fax, based on their DEFINITY dispensing history. If they have not yet done so, invited practices can register at definitycommunity.com.

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After registering, ECPs will receive an email with a link to a web page with their personalized goals for the promotion. All jobs will be counted in the month the account registers, as well as all subsequent months. However, jobs from previous months, prior to registration, are not included. ECPs who would like to join the DEFINITY Community and have not received an invitation should contact their Essilor sales representative to learn how to become eligible throughout the year.

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[®], Xperio[®], DEFINITY[®], Thin&Lite[®] 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, a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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