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ESSILOR OF AMERICA LAUNCHES *MYONLINEOPTICAL.COM* OFFERING FOR ECPS, ACQUIRES MAJORITY STAKE IN FRAMESDIRECT.COM

Following a Successful Beta Test, Essilor to Provide E-Commerce Solution for All ECPs

DALLAS – (March 26, 2010) – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, today announces the launch of its *MyOnlineOptical.com* e-commerce solution for independent eyecare professionals (ECPs). Following a successful Beta test with a limited number of ECPs, in partnership with FramesDirect.com, Essilor has expanded the availability of the offering which enables ECPs to provide optical products online to their current and future patients. In order to secure the technology and deploy this industry-leading solution to all ECPs, Essilor has acquired a majority stake in FramesDirect.com.

“E-commerce is rapidly emerging in our industry as more consumers enjoy the convenience of online purchasing,” said John Carrier, president, Essilor of America. “However, a solution including the ECP did not exist and our research indicated that most ECPs felt ill-equipped to compete. As long time industry partners, Essilor felt responsible to provide our customers with a solution to meet this challenge.”

“Eyeglass e-commerce is undeniably becoming a reality in today’s ophthalmic industry worldwide,” said Randolph E. Brooks, O.D., American Optometric Association (AOA) president. “We’ve received positive feedback from the Beta test and believe that *MyOnlineOptical.com* will provide optometrists with an opportunity to compete with online entities by offering additional visual correction solutions, and therefore increase patient retention and promote healthy practice growth.”

Essilor’s *MyOnlineOptical.com* allows ECPs to add a turnkey e-commerce engine that extends their reach beyond office walls and office hours to 24/7 accessibility. ECPs maintain complete

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control, determining the product pricing and selection, and preserving the look and feel of their practice Web sites. ECPs can provide patients with up to 100,000 eyeglass options, and keep them from walking out the door to a competitive offering. The *MyOnlineOptical.com* solution will allow ECPs to offer patients a secure, convenient and robust online purchasing tool for eyewear, while saving on staff time and inventory.

“MyOnlineOptical.com has given me a valuable tool to compete in the online global marketplace, said Kim Castleberry, OD. “My patients like the selection and convenience of purchasing products online and my practice bottom line is enhanced. Moreover, it has not increased my overhead. I’m not sure what the future holds for online optical sales, but I do know I have a tool to compete, thanks to Essilor.”

For more information, go to www.MyOnlineOptical.com. Any comments or questions about this Internet initiative should be addressed to MyOnlineOptical@essilorusa.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 eye care 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).

Varilux, Crizal, and DEFINITY are registered trademarks and Xperio is a trademark of Essilor International. Thin&Lite is a registered trademark of Essilor of America, Inc.

About the American Optometric Association (AOA)

The American Optometric Association represents more than 36,000 doctors of optometry, optometry students and paraoptometric assistants and technicians. Optometrists serve patients in nearly 6,500 communities across the country, and in 3,500 of those communities are the only eye doctors.

About FramesDirect.com

FramesDirect.com, has been a successful online optical business since 1996, when it was founded by optometrists Dhavid Cooper, O.D. and Guy Hodgson, O.D., and provides a model that is consistent with our industry’s high standard of care. The acquisition of FramesDirect.com allows ECPs the opportunity to participate in the online space with their own full-service e-commerce site, leveraging the experience, technology and expertise FramesDirect.com has successfully developed since 1996.