



FOR IMMEDIATE RELEASE

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ESSILOR INTRODUCES VARILUX IPSEO IV LENSES

Most customizable progressive lens improved through virtual reality research

DALLAS – (March 27, 2009) – Essilor of America, Inc., the nation's leading manufacturer of optical lenses, today announces the launch of Varilux Ipseo™ IV lenses. Introduced in 2005, the Varilux Ipseo lens is the world's first progressive lens to integrate the physiological measures of an individual's head and eye movements and prescription parameters into a lens design for a completely custom-made lens. Using virtual reality research and Essilor's DDV: Dual Digital Vision™ (DDV) technology, the new improved lens design incorporates specific fitting parameters into the lens, based on the way the lenses fit the wearer. Clinical testing against competitor designs in the range reinforces and solidifies its position as the most premium offering in the Varilux® lens portfolio.

“Essilor's unique and dedicated research and development team employed virtual reality to make the industry's first personalized progressive lens even better,” said Carl Bracy, vice president of marketing for Essilor of America. “Varilux Ipseo IV lenses are another example of our continued commitment to partner with independent eyecare professionals to offer patients the most natural vision possible.”

Designed with W.A.V.E. Technology: Wavefront Advanced Vision Enhancement™ and created with DDV technology, Varilux Ipseo IV lenses rely on the unique visual behavior of the wearer based on head and eye movements. As a result of the inclusion of DDV technology, the new design utilizes both surfaces of the lens. The wearer's ADD power is uniquely split between the front and back surfaces of the lens, based on head to eye ratio and the stability coefficient. This allows Varilux Ipseo IV lenses to manage deviations in the lens and offer specific unique wearer benefits to both head movers and eye movers.

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Dispensing Varilux Ipseo IV lenses requires the use of Essilor's VisionPrint System[®] (VPS), a Class II FDA approved measurement device utilized by the 300 exclusive practices that dispense these personalized lenses. VPS measures the unique visual behavior of each patient's head and eye movements, and allows for lenses to be individually designed to optimize a patient's field of vision. Patients will experience unique advantages based on their visual behaviors and needs. Head movers will experience less distortion, while eye movers will experience increased magnification.

The improved design of Varilux Ipseo IV lenses also includes individual fitting parameters, increasing the level of personalization to the actual wearer. ECPs will measure the vertex, pantoscopic tilt and frame wrap, which will then be added to the lens design. The combination of these unique measurements creates the most natural vision for the wearer.

Essilor is proud to offer ECPs and patients Varilux Ipseo IV lenses available with new and improved Crizal[®] Avancé[™] with Scotchgard[™] Protector or Crizal Alizé[®] in the following product specifications:

1.5 Index Plastic and 1.5 Index Plastic Transitions[®] VI Gray

- Rx Range: +6.00 to -10.00 D
- ADD Power: 0.75 to 3.50

Airwear[®] and Airwear Transitions VI Gray

- Rx Range: +6.00 to -10.00 D
- ADD Power: 0.75 to 3.50

Thin&Lite[®] 1.67 and Thin&Lite 1.67 Transitions VI Gray and Brown

- Rx Range: +9.00 D to -12.00 D
- ADD Power: 0.75 to 3.50

Thin&Lite 1.74

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- Rx Range: +9.00 D to 14.00 D
- ADD Power: 0.75 to 3.5

For more information on Varilux Ipseo IV lenses, contact your Essilor Brand Consultant or Varilux lab representative or visit www.varilux.com.

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[®], 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 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).

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