



ESSILOR

News & Information

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DEFINITY OFFERS SOLUTION FOR ACTIVE PRESBYOPES
DEFINITY Now Available Through Dallas DEFINITY Processing Center

DALLAS – (March 31, 2006) – In 2005, Essilor announced the nationwide availability of DEFINITY™, a lens that uses a patented, two-surface, offset design and a digital surfacing process to achieve a lower distortion than other progressive addition lenses. DEFINITY features a breakthrough exclusive technology, known as DUAL ADD® which maximizes the available design space of the lens and allows for the least amount of peripheral distortion, while providing a smoother transition between all distances.

DEFINITY progressive lenses are the only PAL that utilizes DUAL ADD technology, which provides distinct optical advantages to the wearer, including a wider intermediate zone, the least amount of peripheral distortion of any progressive addition lens and a unique zone of correction called GROUND VIEW ADVANTAGE™.

Located beneath the near zone, GROUND VIEW ADVANTAGE reduces the near add power to help minimize distortion and flatten the field of vision which creates clearer vision when patients look down. Because the benefits of DUAL ADD and GROUND VIEW ADVANTAGE are more pronounced as the add power increases, DEFINITY is the right solution for presbyopes as they age.

DEFINITY is the perfect lens for the active lifestyles of today's presbyopes. With the superior intermediate vision, DEFINITY makes computer use, driving or any other every day activity more comfortable. With clearer vision when looking down, DEFINITY makes going up and down stairs, playing golf or tennis or navigating uneven surfaces easier.

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For 2006, the Dallas DEFINITY Processing Center (DDPC) is open and producing DEFINITY orders with its state-of-the-art Digital Surfacing equipment. The newly upgraded DDPC features new equipment, separate ordering capabilities, as well as a team of dedicated customer service professionals and production lines to improve service from 2005.

“The Dallas DEFINITY Processing Center is significant for Essilor because we now have one of the country’s most premier facilities in which to process DEFINITY lenses,” said Francois Glon, general manager, DEFINITY. “Essilor Laboratories now has a place to handle the influx of orders since DEFINITY was made available nationwide. Now that the transition is complete, the turn times at the DDPC are consistent and the business is strong and back to normal.”

Key personnel from The Spectacle Lens Group in Roanoke have also been integrated into the Dallas manufacturing facility to ensure that operations run smoothly and best practices are incorporated. Essilor ceased all operations and manufacturing of DEFINITY in Roanoke, VA, on December 29, 2005.

Eye care professionals (ECPs) should order DEFINITY lenses through their ELOA or independent lab network. All DEFINITY orders are being processed through the DDPC.

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., a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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