



News & Information

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ESSILOR ADVANCES VARILUX IPSEO WITH W.A.V.E. TECHNOLOGY
With a strong 2005 launch, Essilor will enhance product and place more national VPS Systems

DALLAS – (March 31, 2006) – Since the launch of Varilux[®] Ipseo[™], the industry's first personalized progressive addition lens (PAL) in March of 2005, Essilor of America continues to see strong sales of the product and plans for future advancements and expanded availability in 2006.

Varilux Ipseo is the world's first PAL to integrate the physiological measures of an individual's Head and Eye movement and prescription parameters into a lens design for a completely custom-made PAL. Essilor's VisionPrint System[™] (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. The result is Varilux Ipseo, a unique lens designed for each presbyope that adapts to the wearer, rather than the wearer having to adapt to the design.

“As the first personalized PAL in the marketplace, we couldn't be more pleased that sales of Varilux Ipseo exceeded our expectations in the last year. ECPs have embraced the new product, and tell us that they are excited to offer their patients lenses that are designed for their unique requirements,” said Mike Daley, president of Essilor Lenses. “With our success in 2005, Essilor looks this year to advance Varilux Ipseo and expand its availability so more of our customers can benefit from this breakthrough technology.”

Beginning April 3, 2006, Varilux Ipseo, the industry's first personalized progressive addition lens, will be enhanced with W.A.V.E. Technology: Wavefront Advanced Vision Enhancement[™].

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W.A.V.E. Technology provides patients with sharper vision at all distances – near, far and in between – by virtually eliminating distortions found in all progressive lenses. Only Varilux Ipseo combines “individualization” with W.A.V.E. Technology to create the ultimate progressive lens.

“Varilux Ipseo with W.A.V.E. Technology is Essilor’s premium personalized progressive lens,” said Mike Daley, president of Essilor Lenses. “By joining the two, Essilor is offering its premiere personalized lens combined with the technology that allows the sharpest, clearest vision available on the market today.”

W.A.V.E. Technology, previously available only on the new Varilux Physio™ and Varilux Physio 360°, minimizes and even eliminates distortions caused by higher order aberrations that are inherent to conventional progressive lenses. Varilux engineers analyze the entire beam of light entering the pupil – not just a single ray – and identify distortion and compensate for it. This controls the quality of the wavefront passing through the lens to achieve optimal acuity. W.A.V.E. Technology uses patented proprietary software in the lens designs to scan the entire surface of the lens, calculating the targeted optical function for each gaze direction.

In addition, Varilux Ipseo 1.50 will be available this April through Varilux distributors, including Essilor Laboratories of America (ELOA). The lenses will be available in 1.50 clear and Transitions®. Varilux Ipseo is selectively available through fewer than 350 practices in the United States offering the product. In 2006, Essilor will expand the distribution of VPS Systems nationwide to provide a broader group of ECPs with the opportunity to offer Varilux Ipseo.

The new Varilux Ipseo with W.A.V.E. Technology will continue to be available with Crizal Alizé with Clear Guard™. Crizal® Alizé™ provides unparalleled durability, superior cleanability and smudge resistance giving wearers the clearest vision. Crizal Alizé with Clear Guard includes all of the benefits of Crizal Alizé and incorporates the same technology used in plasma televisions to add an integrated anti-particulate layer into the AR. Exclusive Crizal Alizé with

– more –

Clear Guard stays clean longer than any other AR and it is easier to clean. Because it requires less cleaning, it is even less likely to scratch.

For more information, please visit www.varilux.com or www.EssilorUSA.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 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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