



News & Information

FOR IMMEDIATE RELEASE

CONTACT: Heather Allen
Essilor of America
(214) 496-4811
hallen@essilorusa.com

ESSILORUSA.COM RELAUNCHED

*New Site Offers Robust, Easy to Navigate Information
For Eye Care Professionals and Consumers*

DALLAS – (March 21, 2006) – Finding the right lenses, eye care professional or even a distributor can be overwhelming, especially given the plethora of choices available to consumers today. Understanding different visual problems, types of materials and what to ask an eye care professional can also leave consumers in confusion. To answer those issues and more, Essilor of America is relaunching its corporate Web site. EssilorUSA.com has undergone a complete redesign, adding new features and a more user-friendly navigation. EssilorUSA.com continues to serve as a reliable industry resource with enriched product and eye health information.

“EssilorUSA.com now offers our audiences more data in a user-friendly format that is easily searchable from the source they can trust,” said Carl Bracy, vice president of marketing for Essilor of America. “EssilorUSA.com contains current information not only about our company and our products, but also about eye health and how the eyes work. We hope this site will be used as a resource for anyone looking into visual issues.”

Consumers and eye care professionals will find that the new site offers a wealth of information, including how to find the best lenses for an individual. By answering a series of questions, the site will provide a recommendation of products to meet a person’s needs. Better functionality and easier to navigate pages, as well as a new site design, color scheme and interface are also part of the launch.

- more -

Other main site sections include: About Us, Our Products, Education, Services, Careers, Press Room and Contact Us. For more information, log on to www.essilorusa.com.

Essilor of America is a founding partner in VisionWebsm, the optical industry's premier Internet-based tool for eye care professionals. Through VisionWeb.com, eye care professionals can order products from over 200 suppliers, including Essilor Laboratories of America. VisionWeb.com also offers eye care professionals access to insurance claim processing, online CE and CME, and access to the latest industry news and information. Eye care professionals can learn more about VisionWeb and access VisionWeb.com from the new 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).

#

Varilux and Crizal are registered trademarks and DEFINITY is a trademark of Essilor International, S.A.
Thin&Lite is a registered trademark of Essilor of America, Inc.
VisionWeb is a service mark of VisionWeb LP.