



News & Information

FOR IMMEDIATE RELEASE

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**ESSILOR EXTENDS AR OPTIONS WITH NATIONAL LAUNCH OF
CRIZAL ALIZÉ WITH CLEAR GUARD**

Essilor's premiere AR coating now available to ECPs nationwide

DALLAS – (March 31, 2006) – Essilor of America, Inc. announced today that Crizal Alizé with Clear Guard™ is now available nationally. In January 2006, Essilor advanced Crizal Alizé, the leading anti-reflective coating in the industry, with the addition of anti-particulate abilities to create the premiere anti-reflective (AR) coating, Crizal Alizé with Clear Guard. Eye care professionals (ECPs) can now offer patients a wider variety of AR options for their lens choices.

“Essilor realizes the importance of AR in the lens marketplace and is constantly striving to set new standards in product performance,” said Carl Bracy, vice president of Marketing for Essilor of America. “By offering Crizal Alizé with Clear Guard for additional products, more of our patients will be able to experience the enduring clarity of high performance AR and benefit from lenses that stay cleaner longer.”

Advantages of Crizal Alizé with Clear Guard include:

- Lenses stay cleaner longer because they repel dust, fingerprints, oil, grease and water
- Lenses are even easier to clean with no left over residue after wiping
- Even better scratch resistance because the lenses require less cleaning
- Lenses that provide the clearest vision possible and make lenses appear virtually invisible

Crizal Alizé with Clear Guard includes all of the benefits of Crizal Alizé, the #1 recommended brand of AR in the U.S. It also enhances the product by incorporating the same technology used in plasma televisions to add an integrated anti-particulate layer into the AR.

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Crizal Alizé with Clear Guard was previously launched exclusively on Varilux® Ipseo™ and Varilux Physio 360°™. Crizal Alizé with Clear Guard is now available on all the same products as Crizal Alizé, including DEFINITY™, but initially will not be offered on Thin&Lite® 1.74.

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®, 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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