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ESSILOR'S UNIQUE WEARER TESTS ENDORSED BY LEADING UNIVERSITY
*Optical Leader Becomes First Lens Manufacturer to Earn Independent
Endorsement of Its Wearer-Testing Process*

DALLAS – (April 8, 2011) – Essilor of America, the nation's leading manufacturer of optical lenses, today announced its unique wearer tests have received accreditation from Pierre and Marie Curie University in Paris, the largest scientific and medical complex in France. Essilor is the first lens manufacturer to earn an external endorsement of its wearer-testing protocols, which ensure the best possible performance of its lenses in everyday life.

“We are so proud to receive this prestigious recognition for our ground-breaking research and real wearer testing,” said John Carrier, president and CEO of Essilor of America. “We are the only lens manufacturer to systematically put the wearer at the heart of our lens design process and, as a result, our lenses remain the highest quality available in the marketplace today.”

Since 1978, Essilor has conducted wearer tests to ensure that its lenses are tested in real life situations prior to launch. Essilor has now gone one step further by having its wearer test protocol accredited by Professor José Sahel’s team at the Research Center 968 – INSERM – Pierre and Marie Curie University. Professor Sahel is widely recognized as one of the world’s leading experts in ophthalmology.

Following a thorough analysis of the procedures and process by his research team, Professor Sahel gave his independent expert endorsement. In particular the accreditation assures that the methodology used by Essilor avoids any bias, that sample sizes are statistically significant and that the statistical analysis uses an appropriate methodology. The objectives of the test, questionnaire and data input processes are also validated.

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Essilor's Unique Wearer Tests Endorsed by Leading University

Branded Live Optics, Essilor's lens design process combines knowledge of human behavior with expertise in optics and material sciences. Live Optics integrates the results of real-wearer testing at each stage of lens design – different from manufacturers that design lenses using a computer simulation without real wearer testing. The Live Optics process creates a lens design that more accurately complements the human eye.

Essilor's R&D approach ensures the highest level of performance and quality. Wearer tests are the final stage of the process that ensure the lens performance is well perceived by the wearer in everyday life.

Essilor has conducted 200 wearer tests, involving more than 15,000 consumers on all continents. Since 2004, tests have been systematically conducted on its leading lens brands, Varilux®, Crizal® and Xperio®, prior to putting them on the market.

About Essilor

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 9,000 people throughout North America. Essilor manufactures optical lenses under the Varilux®, Crizal®, Thin&Lite®, Xperio® and 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 eyecare 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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