



**News & Information**

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**ESSILOR CLEAR CHOICE 2008 TO AWARD LUXURY  
TRIPS TO PRAGUE**  
*Eyecare Professionals Invited to Participate in Annual Promotion*

**DALLAS** – (April 11, 2007) –Essilor of America, Inc. announces its fourth annual national promotion for Varilux<sup>®</sup>, Crizal<sup>®</sup> and DEFINITY<sup>®</sup> lenses, *Clear Choice 2008* . From May 1 through September 30, all eyecare professionals (ECPs) are invited to participate and qualify to win luxury trips for two to many exciting locations, including Prague, based on their sales of Crizal, Varilux and DEFINITY lenses.

“Each year, Essilor strives to express our gratitude and appreciation for ECPs by offering the premiere loyalty programs in the industry” said Carl Bracy, vice president of marketing for Essilor of America. “*Clear Choice 2008* is our best promotion yet to celebrate ECPs’ loyalty and growth along with Essilor and the Crizal, Varilux and DEFINITY brands.”

Grand prize trips for two include airfare, hotel and transfers. Winners will visit Prague and experience the beauty and history of the city, situated on the River Vltava in central Bohemia, through various tours and sightseeing excursions. As always, accommodations are legendary and trip recipients will experience the sites and sounds of Prague – exploring the Old Town Square, famous Charles Bridge and Prague Castle. One of the cultural centers of Europe, the city also boasts numerous museums, galleries and concert halls.

This year, the *Clear Choice 2008 Promotion* provides ECPs with three ways to win:

- **Grand Prize – Trips for two to Prague, Czech Republic, to the top sellers of Crizal, Varilux and DEFINITY lens products.** ECPs will earn points for every Crizal, Varilux and DEFINITY lens order placed during the promotion.
- **Secondary Travel Prizes** – Trips to any location within the continental United States, including resort, spa and golf packages. Merchandise, such as Tag Heuer watches and 42” LCD TVs, is also available.

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- **Office Rewards** – Points are earned on every Crizal purchase and are tracked through stickers and game cards. Completed cards may be redeemed for gift cards to purchase for award cards that can be redeemed at over four million locations.

For more information, please visit [www.clearchoice2008.com](http://www.clearchoice2008.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 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: ESSIPA).

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