



**News & Information**

**FOR IMMEDIATE RELEASE**

**CONTACT:** Kristan Zeilan  
Essilor of America  
214-496-4463  
[kzeilan@essilorusa.com](mailto:kzeilan@essilorusa.com)

**DR. HOWARD PURCELL JOINS ESSILOR  
AS VICE PRESIDENT OF CUSTOMER DEVELOPMENT**

*Newly Created Position Will Lead Brand Sales, Professional Relations and  
Eyecare Professional Education*

**DALLAS – (April 11, 2008)** – Today Essilor of America, Inc., the leading manufacturer of ophthalmic lenses, announces the addition of Dr. Howard Purcell as vice president of customer development. In his newly created role, Dr. Purcell will continue to build on Essilor's current successes, while increasing coordination and visibility among the brand sales, professional relations and eyecare professional education groups.

This role was created to help Essilor strategically invest even more in its traditional support of the independent ECP. Essilor emphasizes the importance of remaining close to ECP needs with sincere interest and enthusiasm towards helping the practitioner grow their businesses and satisfy patients with innovative products.

“We are truly excited to have someone of Dr. Purcell’s strength and reputation,” said John Carrier, president, Essilor of America. “With his knowledge and leadership, we anticipate new avenues of customer partnership and growth.”

Essilor plans additional investments in customer education and an increased emphasis towards superior services to accompany the long history of dedicated brands to the independent practices.

Before joining Essilor, Dr. Purcell served as senior director of new program development for Vistakon, a division of Johnson & Johnson Vision Care Inc. In this role, he led Johnson & Johnson’s professional support for the upcoming Olympic Games with responsibility for global strategy, as well as program development and coordination.

## **Dr. Howard Purcell Joins Essilor as Vice President of Customer Development /Page 2**

At Vistakon, Howard was responsible for developing and managing The Vision Care Institute which is known today as an industry benchmark in education and customer relations.

Before Vistakon, Dr. Purcell progressed in academic leadership roles including assistant professor, Chairman of the Cornea & Contact Lenses Department, and deputy dean at Nova Southeastern University's College of Optometry. Dr. Purcell's early career also includes partnership in a private optometric practice based in Miami Beach, Fla.

Dr. Purcell holds a doctorate in optometry from the New England College of Optometry. He also earned a bachelor's degree in optometry from the same institution. He is a Diplomate of the American Academy of Optometry and was recently honored as a Distinguished Scholar Member in the National Academies of Practice.

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<sup>®</sup>, Crizal<sup>®</sup>, DEFINITY<sup>®</sup> Thin&Lite<sup>®</sup>, 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, Crizal and DEFINITY are registered trademarks of Essilor International. Thin&Lite is a registered trademark of Essilor of America, Inc. All other trademarks are the property of their respective owners.