



News & Information

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ITALEE OPTICS IMPLEMENTS ESSILOR'S 360° DIGITAL SURFACING TECHNOLOGY IN CALIFORNIA LAB

Essilor completes first-ever transfer of this unique and proprietary technology

DALLAS – (April 11, 2008) – Today Essilor of America, Inc. announces the completion of the first-ever technology transfer of its patented 360° Digital Surfacingsm process at California-based Lab Italee. With access to Essilor's 360° Digital Surfacing technology, Italee can now fully manufacture Varilux[®] lenses on its California campus, including Varilux Physio 360[®], Varilux Ellipse 360^{oTM} and Varilux Comfort 360^{oTM} in a wide range of materials, including the new Transitions VI line.

“Essilor is proud to share our industry leading, state-of-the-art 360° technology with Italee,” said Bob Colucci, president of Essilor's Independent Distribution Division. “The Essilor technical team was involved during every step of the installation at Italee, ensuring total process integration, from lab management systems to lab process re-engineering.”

Italee's new digital surfacing facility operates Essilor's proprietary and patented equipment and process. A remote daily quality certification of the process has been set up with Essilor to ensure design compliance and guarantee consistency and the highest possible quality standard.

“Relying on advanced computer modeling to enhance the lens design, Essilor's proprietary digital technology goes beyond the usual digital surfacing techniques,” said Rick Piper, marketing director for Essilor's Independent Distribution Division. “Essilor's 360° Digital Surfacing technology creates a unique back-side distance design that complements the front-side progressive design. This customization process delivers sharper vision, increased comfort and larger vision fields in each area of the lens for each individual patient.”

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For more information on Essilor's 360° Digital Surfacing technology, visit www.essilorusa.com.

For additional details on Italee Optics, visit www.italee.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: ESSI.PA).

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