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ESSILOR COMPLETES NATIONAL VISUAL ARTS TOUR

12-City Show Featured Interactive Art Gallery and 3-D Varilux Experience Theatre

DALLAS – (May 1, 2009) – Essilor of America, Inc., the nation's leading manufacturer of optical lenses, recently completed a unique and unprecedented visual arts tour to celebrate its longstanding history of innovation and partnership with eyecare professionals (ECPs) as well as the 50th Anniversary of Varilux[®] lenses, the world's first and most prescribed progressive eyeglass lens in the world.

The tour provided ECPs with an opportunity to enjoy an interactive art gallery spanning each of Essilor's major lens brands, Varilux, Crizal, Xperio and Transitions, as well as a Varilux Experience Booth featuring the "Varilux Experience 3D" theatre, an eight-minute adventure highlighting the history and future of Varilux progressive lenses.

“The visual arts tour was a unique expression of Essilor's appreciation for ECPs,” said Carl Bracy, vice president of marketing for Essilor of America. “We were excited to celebrate our premium brands and commitment to ECPs and their patients with this interactive traveling exhibit”

The tour began in Boston on March 31 following the International Vision Expo & Conference and traveled through the following cities: Philadelphia, Pittsburgh, Dallas, Houston, Tampa, Atlanta, Chicago, Minneapolis, Seattle, San Francisco, ending in Los Angeles on April 30.

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[®], DEFINITY[®] Thin&Lite[®], 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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