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**ESSILOR DEBUTS NEW OPTOMETRY STUDENT EDUCATION PROGRAM**

*Northeastern State University College of Optometry Students Visit Essilor's Headquarters to Learn About the Company's Products, Services and Programs*

**DALLAS – (May 17, 2011)** – Essilor of America, Inc. the nation's leading manufacturer of optical lenses, today announces the launch of its new optometry student education day program. This exciting new program offers optometry students the opportunity to visit the Essilor Training Center at the company's headquarters in Dallas to learn about Essilor's products, services and marketing programs.

"We're excited to pilot this new program as a part of our ongoing efforts to support the future of optometry," said Danne Ventura, F.A.A.O., director of professional relations, Essilor of America. "We hope to provide faculty and students with a chance to learn first-hand about Essilor's latest technologies and educational programs that support our commitment to this profession."

To kick off the program, Essilor hosted third-year optometry students, faculty and dispensary staff from Northeastern State University College of Optometry in Tahlequah, Okla. March 24-25. The group toured the Essilor's Omega laboratory, which handles orders for prescription eyewear and contact lenses. Students and faculty learned about Essilor's premium lens products, including Varilux<sup>®</sup>, Crizal<sup>®</sup>, and DEFINITY<sup>®</sup>, and heard about the many ways Essilor has helped independent optometrists grow their practices. Essilor also provided information about how students can get involved with the

Essilor Vision Foundation. The day concluded with an evening of great food and fun at a local restaurant.

“The opportunity for students to visit a world-class facility and see the application of the principles they learn in class is very valuable,” said Spencer Johnson, O.D. and assistant professor, Northeastern State University, Oklahoma College of Optometry. “This will not only aid them in enhancing their own education, but equips them to better educate their own patients about the technology available to improve vision. We forward to the next opportunity to return with another class of students.”

**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<sup>®</sup>, Crizal<sup>®</sup>, Thin&Lite<sup>®</sup>, Xperio<sup>®</sup> and DEFINITY<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 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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