ESSILOR JUNIOR LENS SALES TO PROVIDE LENSES FOR CHILDREN IN NEED
For Every Five Pairs Sold, Essilor will Donate One Pair to the Essilor Vision Foundation

DALLAS – (May 22, 2009) – Essilor of America, Inc., the nation's leading manufacturer of optical lenses, announces that sales of Essilor Junior™ lenses from June 1 to December 31, 2009 will help children in need. For every five pairs of Essilor Junior lenses sold, Essilor will donate one pair to the Essilor Vision Foundation for its work to improve the vision of children across the country.

“This important initiative will allow each pair of Essilor Junior lenses sold to impact the lives of children who could not otherwise afford vision correction,” said Carl Bracy, vice president of marketing for Essilor of America. “Together with the Essilor Vision Foundation, we can help children see clearly and provide them with a better chance to succeed in the future.”

The Essilor Vision Foundation strives to eliminate the obstacles, such as financial difficulties and lack of understanding, that prevent families from getting the necessary exams and glasses for their children.

Eighty percent of everything children learn in the first 12 years comes through their eyes, yet one in four American children has a vision problem. In some inner-city communities, that number climbs to as high as one in every two children, and of those children, almost none are wearing glasses today.

Essilor Junior lenses are designed especially for children and their active lifestyles at an affordable price that parents will appreciate. The superiority of the lens provides critical safeguards for young eyes as they develop, by providing a durable and safe product that will withstand the constant abuse and need for cleaning that is common in children’s lenses.

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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®, Crizal®, DEFINITY®, Thin&Lite®, and other Essilor brand names. 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, a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

About the Essilor Vision Foundation

Essilor Vision Foundation is a public non-profit 501(c)3 charity established by Dallas-based Essilor of America, the leading manufacturer of optical lenses in the United States. The Foundation’s mission is to eliminate poor vision and its lifelong consequences and does so by creating and supporting activities that advance good vision and its benefits and by offering special help to those who need it most.

The Foundation provides screenings, eye exams and other vision resources to children who cannot afford them otherwise; educates parents, teachers and the general public about good vision and the critical role it plays in literacy, education, society, community safety, and the economy; creates partnerships to increase access to good vision care within the U.S.; and raises funds to support and expand its charitable works.

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