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New York Declares May 24-30 “Think About Your Eyes Week”
*Think About Your Eyes Coalition Takes Over Times Square with
Dancing Eyeballs, Six-Story Eye Chart and More*

New York (May 26, 2010) – The *Think About Your Eyes* Coalition ended National Healthy Vision Month with “Think About Your Eyes Week” from May 24-30 in New York City, as part of a two-year public awareness campaign designed to educate Americans about the importance of annual comprehensive eye exams and the benefits they can provide to overall health.

“Our administration is proud to join in observing *Think About Your Eyes Week*,” said Michael Bloomberg, Mayor of New York, in the official proclamation. “The campaign is a great opportunity for our residents to learn about eye health – and I encourage all New Yorkers to take this opportunity to schedule an annual eye exam.”

All eyes were on Times Square on May 25 for *Think About Your Eyes* activities, which included a surprise dance performance, complete with 10 giant, dancing eyeballs, with 90 more dancers and an eye-catching *Think About Your Eyes* branded double-decker sight seeing bus, which will also tour the city until June 14. The group of professional and volunteer dancers broke into a choreographed dance routine set to a song about eye health, energizing and exciting onlookers on Broadway.

The Coalition also unveiled a six-story eye chart – located on 42nd Street, between 7th and 8th Avenues – to help reinforce this important vision health message. The eye chart will remain visible through June 20.

“This effort has been a great success for the *Think About Your Eyes* Coalition in bringing much needed attention to the important need for vision health and annual comprehensive eye exams,” said Wally Lovejoy, chairman of the *Think About Your Eyes* Coalition. “We are thankful to have support from the City of New York in raising awareness for this important campaign through ‘Think About Your Eyes Week’ in the Big Apple.”

The *Think About Your Eyes* public awareness campaign also includes television, radio, online and social media communications that focus on a variety of eye health issues – from eye disease and children’s vision to school performance and visual fatigue. The ads encourage consumers to visit www.thinkaboutyoureyes.com to learn more about healthy vision and to schedule an eye exam by locating an eyecare professional through an available tool on the Web site. Consumers can also connect with *Think About Your Eyes* through its social media channels on Facebook, Twitter, YouTube and Flickr – all of which are accessible from the campaign’s Web site.

The campaign is focused in nine cities across the United States, including New York, Los Angeles, Chicago, Denver, Atlanta, Houston, Sacramento, Cincinnati and Portland, Ore.

The coalition was founded in March by Essilor, Luxottica Group and VSP Global, and is a joint effort with the Foundation for Eye Health Awareness. Other industry leaders interested in joining the *Think About Your Eyes* Coalition should contact Wally Lovejoy at wlovejoy@luxotticaretail.com or 513-765-6340.

About Think About Your Eyes

Think About Your Eyes is a multi-million dollar two-year public awareness initiative aimed at increasing consumer awareness of the importance of vision health and comprehensive eye exams. Essilor, Luxottica and VSP Global make up the Think About Your Eyes Coalition and are seeking partners to join in this initiative.

About the Foundation for Eye Health Awareness

The Foundation for Eye Health Awareness, formed as a result of the Eye Health Summit, is a 501c3 non-profit organization created to increase the public’s awareness about the importance of eye health through a nationwide messaging campaign that directs people to take better care of their eyes.

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®, Thin&Lite®, Xperio™ and 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 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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About Luxottica

Luxottica Group is a leader in premium fashion, luxury and sports eyewear, with over 6,200 optical and sun retail stores in North America, Asia-Pacific, China, South Africa and Europe and a strong and well balanced brand portfolio. Luxottica’s key house brands include Ray-Ban, the best known sun eyewear brand in the world, Oakley, Vogue, Persol, Oliver Peoples, Arnette and REVO, while license brands include Bvlgari, Burberry, Chanel, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, Salvatore Ferragamo, Tiffany and Versace. In addition to a global wholesale network covering 130 countries, the Group manages leading retail brands such as LensCrafters and Pearle Vision in North America, OPSM and Laubman & Pank in Australasia, LensCrafters in Greater China and Sunglass Hut globally. The Group’s products are designed and manufactured in six Italy-based manufacturing plants, two wholly-owned plants in China and a sports sunglass production facility in the U.S. In 2009, Luxottica Group posted consolidated net sales of €5.1 billion. Additional information on the Group is available at www.luxottica.com.

About VSP Global

VSP GlobalSM includes VSP Vision Care, the largest not-for-profit vision benefits and services company in the United States with 55 million members: Marchon[®] Eyewear, Inc., one of the world's largest manufacturers, designers, and distributors of quality fashion and technologically-advanced eyewear and sunwear; Eyefinity[®]/OfficeMate[®] which offer innovative solutions and the premier managements software and technology to improve overall practice management and patient experience; VSP Labs, leaders in new technologies, production processes, services and logistics.

Since 1997, VSP has provided more than 529,500 low income, uninsured children with free eyecare. Through relationships including those with the American Diabetes Association and Prevent Blindness America, VSP promotes the importance of annual eye exams for maintaining eye health and overall wellness.

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