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**ESSILOR UNVEILS NEW VARILUX COMFORT LENSES  
DURING VARILUX SYMPOSIUM AT COWBOYS STADIUM**  
*Industry Professionals Learned about the Latest Varilux Technology;  
Offered Feedback on the New Lenses*

**DALLAS – (June 8, 2010)** – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, recently hosted the Varilux Symposium, at Cowboys Stadium™ in Arlington, Texas. The event offered industry professionals an exclusive preview of the New Varilux Comfort® lenses and a simplified Varilux Portfolio. Held at the world’s most innovative and technologically advanced sporting and events venue, the event drew over 120 eyecare professionals and educators to learn about the latest Varilux lenses and technology.

Howard Purcell, O.D., F.A.A.O., vice president of customer development for Essilor of America, kicked off the general session, held in the morning, which offered exciting presentations from the researchers and developers of the new lenses, including:

- Jim Kindley, senior lecturer of marketing in the Cox Graduate School of Business at Southern Methodist University, who presented “Essilor and Varilux: The Value and Power of Brands.”
- Bérange Granger, researcher in R&D optics for Essilor, who presented “New Varilux Comfort: How New Technologies Impact the Most Popular Progressive Lens Design.”
- Gilles Le Saux, director of R&D optics for Essilor, who presented “Varilux Physio Enhanced™: The First Progressive Lens to Use Pupil Size Modeling to Improve Vision in Every Light Condition.”
- Kit Ian, research optometrist at the Essilor Research & Development Centre in Singapore, who presented “Benefits of Additional Parameters in Progressive Addition Lens Design.”

- James D. Colgain, O.D., who presented “Varilux: The Vision for Today’s Patient and Tomorrow’s Technology.”

Following a lunch overlooking the football field, attendees enjoyed an afternoon of personalized activities, including Varilux research roundtable discussions, peer-to-peer discussions, visits to a special onsite Varilux Virtual Reality lab and a comprehensive tour of Cowboys Stadium.

“Essilor was delighted to preview New Varilux Comfort lenses to our most valued eyecare professionals during the Symposium at Cowboys Stadium,” said John Carrier, president, Essilor of America. “We took the gold standard for the world’s best-selling progressive and most popular lens and improved the design to meet the visual needs of today’s presbyopes.”

Later this year, Essilor will offer New Varilux Comfort lenses to help patients enjoy ease of vision throughout the day in every aspect of modern life. The new lenses will offer quicker access to the reading area, 25 percent wider distance and near vision fields and improved performance for today’s digital devices and activities, such as MP3 players, navigation tools, laptops and netbooks.

“Now more than ever, people are transitioning between different fields of vision – near, far and intermediate – quicker, more often and for shorter periods of time,” said Carl Bracy, senior vice president of marketing, Essilor of America. “Essilor’s New Varilux Comfort lenses have been modernized to meet these new visual demands.”

Using Essilor’s proprietary Live Optics research and development process as well as Varilux Virtual Reality, Essilor scientists analyzed thousands of patients to determine the best way to improve upon the design. As a result, the progression length was shortened and the near vision and distance fields are wider by up to 25 percent with reduced astigmatism in the intermediate zone. New Varilux Comfort lenses offer even quicker access to the near vision zone, wider fields for relaxed vision during daily activities and reduced swim.

Beginning July 2010, New Varilux Comfort, New Varilux Comfort Short™ and New Varilux Comfort Enhanced™ lenses will be available in 1.50 Index Plastic, 1.50 Transitions® VI Gray and Brown, Airwear® Clear, and Airwear® Transitions® VI Gray and Brown. Beginning September 2010, New Varilux Comfort, New Varilux Comfort Short and New Varilux Comfort Enhanced lenses will be available in Thin&Lite® 1.60 Clear, Thin&Lite® 1.60 Transitions® VI Gray and Brown, Thin&Lite 1.67 Clear and Thin&Lite 1.67 Transitions VI Gray & Brown.

For more information, contact your Varilux lab representative or visit [www.variluxusa.com](http://www.variluxusa.com).

**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 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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