



**News & Information**

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**ESSILOR ANNOUNCES ADVERTISING CAMPAIGN FOR CRIZAL**  
*Catch the Crizal commercial airing now in select markets*

**DALLAS** – (June 11, 2007) –Essilor of America, Inc. announces its Crizal<sup>®</sup> advertising campaign, featuring commercials that will air from May 7 through November 18, 2007, in thirteen markets nationwide. The television commercial, airing on top-rated networks, and the radio commercial, airing during key drive times, promote the advantages of Crizal products in protecting lenses against scratches, smudges and glare.

“After extensive research on our 2006 Crizal advertising campaign, our radio and television commercials were deemed a complete success with both ECPs and consumers,” said Carl Bracy, vice president of marketing for Essilor. “We are confident that continuing this advertising will help us increase consumer awareness and help eye care professionals present the product to their patients.”

The television commercial will run during the critical "back to school" period, on networks including FOX, NBC, CBS, ABC and ESPN, and will air in the following markets: Greensboro, North Carolina; Providence, Rhode Island; and Grand Rapids, Michigan. The radio commercial will air during the morning and evening drive times in the following markets: Boston, Massachusetts; Los Angeles, California; San Francisco, California; Cincinnati, Ohio; Oklahoma City, Oklahoma; St. Louis, Missouri; Albuquerque, New Mexico; Baltimore, Maryland; Des Moines, Iowa; Flint, Michigan; Hartford, Connecticut; Phoenix, Arizona; and Salt Lake City, Utah.

Crizal<sup>®</sup> products are high-performance anti-reflective (AR) coatings from Essilor that reduce glare and offer patients clearer and crisper visual performance. Four products make up the Crizal family: Crizal, Crizal Alizé<sup>™</sup>, Crizal Alizé with Clear Guard<sup>™</sup>, and the newest addition, Crizal Sun<sup>™</sup>. The Crizal family of products is known for its two-sided scratch resistance and an advanced super hydrophobic property that reduces dirt, oil, grime and fingerprints, giving

patients the clearest vision in an easy-to-clean lens that stays cleaner longer. Essilor's proprietary PAD Control System<sup>SM</sup> makes Crizal lenses the easiest lenses on the market to edge.

Crizal Alizé with Clear Guard has unparalleled durability, superior cleanability and smudge resistance that provides wearers the clearest vision. With an unmatched super hydrophobic coating, this coating allows water and oil to simply roll off, with the most minimal cleaning. Crizal Alizé with Clear Guard has incorporated the same technology used in plasma televisions to add an integrated anti-particulate layer into the AR process.

*Editor's Note: Commercial can be viewed online at [www.Crizal.com](http://www.Crizal.com). Additional photos are available upon request.*

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<sup>®</sup>, Crizal<sup>®</sup>, Thin&Lite<sup>®</sup>, 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 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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