



**News & Information**

**FOR IMMEDIATE RELEASE**

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**ESSILOR LAUNCHES NEW ADVERTISING CAMPAIGN FOR CRIZAL**  
*Catch the Crizal sailboat commercial airing now*

**DALLAS** – (June 19, 2006) – Crizal<sup>®</sup> products are high-performance anti-reflective (AR) coatings from Essilor that reduce glare and offer patients sharper and clearer visual performance. Three products make up the Crizal family: Crizal, Crizal Alizé<sup>™</sup> and the newest addition, Crizal Alizé with Clear Guard<sup>™</sup>. Crizal is known for its two-sided scratch resistance and an advanced hydrophobic property that reduces dirt, oil, grime and fingerprints, giving patients the clearest vision in an easy-to-clean lens that stays cleaner longer. With the proprietary PAD Control System<sup>™</sup>, Crizal lenses are also the easiest premium AR to edge.

To excite consumers and eye care professionals, Essilor of America, Inc. announces the continuation of its consumer advertising with a new Crizal television commercial, airing on top-rated television networks in selected cities across the United States. This new commercial will be on-air from April 24 through December 10, 2006.

“Our Crizal team has put in countless hours of marketing research, consumer testing and evaluation to develop an advertising spot that effectively demonstrates the superiority of Crizal in a memorable way to consumers,” said Carl Bracy, vice president of marketing for Essilor. “We are confident that this advertising will increase consumer awareness and help eye care professionals in presenting the product to their patients.”

The new Crizal commercial features a sailboat in the ocean, viewed through Crizal lenses, allowing for unparalleled vision and perfect clarity. Life’s elements such as scratching, smudging, fingerprints and water spots appear around the lenses, showing what happens to traditional, non-Crizal lenses. The commercial goes on to explain that Crizal lenses allow needed light through the lens allowing for clearer vision. In addition, they take imperfections away so everyone can enjoy the beautiful scenery of the sailboat, water and the island.

The ad will run during the critical "back to school" and "flex spending" periods, on networks including FOX, NBC, CBS, ABC and ESPN. The commercial will begin by airing in the following markets: Baltimore, Md., Dallas/Fort Worth, Texas, Greensboro/Highpoint/Winston Salem, Mass., Providence/Warwick/Pawtucket, R.I., Tampa/Clearwater/St. Petersburg, Fla., Houston/Galveston, Texas, West Palm Beach/Boca Raton, Fla. and Wichita, Kan. with more markets to come throughout the year.

In addition to the television commercial, Essilor developed a new Crizal radio advertisement that aired in Boston and New York City from May 15 through June 11, 2006, and is currently running in Wichita from May 15 through July 8. Additional cities will also be added throughout the year. The advertisement will air during the morning and evening drive times on top-rated news talk and commercial radio stations. The ad promotes the advantages of Crizal in protecting lenses against scratches, smudges and glare.

Crizal Alizé with Clear Guard has unparalleled durability, superior cleanability and smudge resistance that provides wearers the clearest vision. With an unmatched 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. The result is a superior AR coating that stays cleaner, longer than any other AR coating, is easier to clean, and because of less cleaning, the lens is less likely to scratch.

*Editor's Note: Commercial can be viewed online at [www.EssilorUSA.com](http://www.EssilorUSA.com) or [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®, Crizal®, Thin&Lite®, 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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