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**ESSILOR DEBUTS DEFINITY LENSES WITH DUAL ADD 2.0  
IN TRIVEX CLEAR AND TRANSITIONS VI**

**DALLAS – (June 22, 2009)** – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, is now offering the new and enhanced, next generation DEFINITY<sup>®</sup> lenses with DUAL ADD<sup>®</sup> 2.0 technology and design in clear Trivex<sup>®</sup> material and Transitions<sup>®</sup> VI. DEFINITY lens products are the first and currently only Essilor progressive addition lens (PAL) design offered in 1.53 index Trivex material.

“This generation of DEFINITY lens design features a unique multi-design technology that provides wider vision across all zones—near, intermediate and distance,” said Carl Bracy, vice president of marketing for Essilor of America. “Offering this enhanced product in Trivex material is another way to set DEFINITY apart and provide increased product options to ECPs and their patients.”

Benefits of DEFINITY lenses with DUAL ADD 2.0 include improved design symmetry to see wider in the distance, superior alignment to see wider in the intermediate and dynamic inset variation to see wider in the near. This newly improved design continues to minimize astigmatism and maintains the GROUND VIEW ADVANTAGE<sup>™</sup> as in the original DEFINITY lenses. Additionally, Trivex material is a superior mid-index option, ideal for drill mounts or other frame designs, and a great material choice to combine with the DEFINITY family of products.

Beginning June 22, 2009, DEFINITY and DEFINITY SHORT<sup>™</sup> lenses with DUAL ADD 2.0 will completely replace the current DEFINITY and DEFINITY SHORT lenses in Trivex material, both clear and Transitions VI. Essilor is proud to offer these lenses in the following product specifications:

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## **DEFINITY Trivex with DUAL ADD 2.0 in Trivex Clear and Transitions VI/Page Two**

### **Trivex (Clear) and Transitions VI (Gray & Brown):**

- Rx Range: -10.00D to +6.00D
- Base Curve: 2.00, 3.50, 5.00, 6.50, 7.75, 8.50
- Add Power: +1.00 to +3.50 and +4.00

For more information on DEFINITY lenses with DUAL ADD 2.0 in Trivex clear and Transitions VI, contact your Essilor Brand Consultant or visit [www.definity.com](http://www.definity.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®, DEFINITY® Thin&Lite®, and other Essilor brand names. Essilor Laboratories 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: ESSIPA).

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