



News & Information

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AOA/AOSA OPTOMETRY'S MEETING GOES STRAIGHT TO THE HEART OF TEXAS

Essilor to sponsor keynote speakers, Optometry Super Bowl and more

DALLAS – (June 24, 2005) – Optometry professionals and students alike, have saddled up to Texas for the 108th annual Optometry's Meeting by the American Optometric Association (AOA) Congress and the 35th American Optometric Student Association (AOSA). Essilor of America plays a major role again in this summertime event, maintaining its strong commitment to professional education in Optometry Super Bowl to the sponsoring a number of activities from the Varilux® sponsorship of the event's keynote speaker. This year's meeting takes place at the Gaylord Texan™ Resort & Convention Center in Grapevine, Texas, June 22-26.

Keynote Speakers

The husband-wife team of Democratic consultant James Carville and Republican consultant Mary Matalin usually find themselves key players at the center of the political battles, but this week they are kicking off the AOA/AOSA meeting. The Opening General Session is likely to get a bit heated this year as Carville and Matalin present their opposing political and marital views. This charismatic duo's appearance is made possible by a sponsorship through Essilor.

Varilux Optometry Super Bowl XIV

Optometry students from around the country will convene at the annual Varilux Optometry Super Bowl XIV to challenge each other with their "optical" knowledge. This highly energetic meeting of the minds is one of the most anticipated events at the AOA/AOSA meeting.

Representatives from the top Optometry schools across the U.S. compete through a Jeopardy-style question and answer contest to win the coveted crystal bowl and \$1,000 in prize money. Not only does this event provide students with a unique educational experience, it also gives students and professors alike the chance to interact with their peers in a fun atmosphere and one where they can show off their skills.

This event is sponsored by Varilux, the premium progressive addition lenses from Essilor. The event and post-competition reception will take place Thursday, June 23 at 7:30 p.m. in the Texas Ballroom of the Gaylord Texan™ Resort & Convention Center.

Essilor Student Grant Program

Optometry students across the country submitted case studies in hopes of winning the annual Varilux Student Grant Award from Essilor of America. This year, the honor belongs to Stacy Hufnagel, a third year student at Indiana University College of Optometry, who wrote the winning case study, "Application of Varilux Ellipse™ in a Young Unilateral Pseudophake."

Hufnagel and a guest will each receive an all-expense paid trip to AOA/AOSA meeting where she will be honored at the 14th Annual Varilux Optometry Super Bowl.

Aviation Vision

The AOA's Aviation Vision program is another area in which Essilor is proud to dedicate its time and resources. Eyecare Professionals are able to utilize the Aviation Vision program in their practices and gain access to a variety of educational programs that will help them in their care for aviator patients. One unique offering through Aviation Vision is a special cockpit simulator. The exhibit, which features unique occupational requirements of general, commercial and military aviators, will be on display this week at the AOA/AOSA meeting.

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 over 6,100 people in more than 100 facilities throughout the 50 states. Essilor manufactures optical lenses under the Varilux®, Crizal®, Airwear®, Thin & Lite® 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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