



**News & Information**

**FOR IMMEDIATE RELEASE**

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**CRIZAL INVITES EYE CARE PROFESSIONALS TO IMAGINE ITALY!**  
*Essilor promotion will send up to 160 ECPs to Rome, and up to 300 ECPs to Las Vegas*

**DALLAS** – (June 28, 2006) – Crizal<sup>®</sup> by Essilor of America, Inc. invites all eye care professionals (ECPs) to participate in its latest promotion, *Imagine Italy!* From May 1 through August 31, participating ECPs can qualify for a chance to win a trip to Rome or Las Vegas, as well as a number of Italian-themed gifts, based upon achieving sales growth goals for Crizal and Varilux<sup>®</sup>, and for promoting Transitions<sup>®</sup> Lenses. The grand prize will be awarded to up to 160 ECPs and opticians as well as numerous lab partners who will receive a trip for two to Rome with deluxe accommodations for six days and five nights. In addition, up to 300 ECPs will be awarded a three-day trip for two to Caesar’s Palace in Las Vegas. Thanks to Crizal, winners will have the opportunity to explore two incredible cities.

Crizal offers wearers the most premium anti-reflective (AR) coating that reduces glare and provides for sharper and clearer visual performance. Three products make up the Crizal family: Crizal, Crizal Alizé<sup>™</sup> and Crizal Alizé with Clear Guard<sup>™</sup>. The newest addition, Crizal Alizé with Clear Guard is known for its two-sided scratch resistance and an advanced, industry leading, 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 Alizé with Clear Guard lenses are also the easiest premium AR to edge.

“Essilor is proud to offer our ECPs *Imagine Italy!*, the most exciting promotion in the history of the industry. This promotion allows us to celebrate the strong relationships and the collaboration that we are fortunate to share with our ECPs,” said Carl Bracy, vice president of marketing for Essilor of America. “It is also our way of expressing gratitude and appreciation for their loyalty to Essilor and the Crizal, Varilux and Transitions brands.”

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Both trips to Rome and Las Vegas include airfare, hotel and meals. Winners of the trip to Rome will experience Italy through various tours and sightseeing excursions. They will have the opportunity to visit Florence and take Italian cooking classes, visit the Vatican, the Spanish Steps, Trevi Fountain and much more. The Las Vegas trip recipients can enjoy deluxe accommodations at Caesar's Palace and will be invited to attend an Essilor sponsored dinner event, with plenty of time at leisure to enjoy the city.

Additionally, dispenser game cards are being sent out with every Crizal job for the chance to win Italian-themed gifts. The game card winners can choose from a host of Italian-themed merchandise, valued at \$25, \$50 and \$100, including items such as pasta machines, wine serving sets and a fondue fountain.

To qualify for the trip, accounts must achieve Crizal and Varilux sales growth goals during the May 1 through August 31 promotional period. Up to 160 practices who achieve their growth goals will each win a trip for two to Rome. Up to 300 additional practices who achieve their goals will be eligible for the trip for two to Caesar's Palace in Las Vegas. Recipients of these awards will be selected based on Crizal and Varilux sales during the promotional period in comparison to other practices of similar size.

ECPs can visit [www.imagineitaly06.com](http://www.imagineitaly06.com) to enroll in the promotion through August 31, and will be given credit for their sales starting May 1, regardless of when they enroll. The Web site also includes a location where dispensers can redeem their game card merchandise.

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<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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