



**FOR IMMEDIATE RELEASE**

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**ESSILOR INTRODUCES CRIZAL SAPPHIRE LENSES WITH  
SCOTCHGARD PROTECTOR**

*New Technology Offers Superior No-Glare Performance and  
Reduced Reflections Along with the Best Scratch Resistance and Cleanability*

**DALLAS – (June 28, 2010)** – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, announces the launch of Crizal Sapphire™ lenses with Scotchgard™ Protector, a breakthrough innovation in no-glare performance, scratch resistance and cleanability that surpasses Crizal Avancé lenses with Scotchgard Protector, which already led the industry with its superior performance and quality.

Crizal Sapphire lenses offer advanced no-glare performance through Essilor’s exclusive Enhanced Light Transmission (ELT) System, an innovative technology that maximizes light transmission through the lens by further reducing glare and visible reflections. As a result, Crizal Sapphire lenses with Scotchgard Protector have 50 percent less reflection than the previous industry leader, Crizal Avancé lenses with Scotchgard Protector.

“The debut of Crizal Sapphire lenses with Scotchgard is just another example of how Essilor remains committed to driving innovation and delivering the best products available in the marketplace to eyecare professionals and their patients,” said Carl Bracy, vice president of marketing for Essilor of America. “Crizal Sapphire lenses with Scotchgard Protector truly go above and beyond in anti-reflective performance, scratch resistance and cleanability.”

The newest member of the Crizal family offers the best scratch resistance with Essilor’s revolutionary SR Booster™ layer. This advanced technology raises the scratch resistance of Crizal Sapphire with Scotchgard Protector to a level unmatched by any competitor.

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Additionally, Crizal Sapphire lenses with Scotchgard Protector utilize Essilor's proprietary High Surface Density™ (HSD) process to achieve the industry's best cleanability with a contact angle of 116°.

Crizal Sapphire lenses with Scotchgard Protector are now available to eyecare professionals and their patients. For more information on Crizal Sapphire lenses with Scotchgard Protector, please visit [www.crizalusa.com](http://www.crizalusa.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®, Thin&Lite®, Xperio™ and 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 eyecare 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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