



News & Information

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ESSILOR HOSTS CRIZAL DINNER SERIES ACROSS THE UNITED STATES
Essilor educates ECPs on the benefits and technological advances in anti-reflective coatings

DALLAS – (July 10, 2006) – Essilor of America, Inc. is hosting a series of educational dinners in various cities across the United States to heighten awareness and help inform eye care professionals (ECPs) on the benefits and breakthrough technology of anti-reflective (AR) coatings, such as the new Crizal Alizé with Clear Guard™. ECPs and opticians who attend are eligible for two hours of Council on Optometric Practitioner Education (COPE) or American Board of Opticianry (ABO) credit.

“Essilor is dedicated to promoting awareness about the importance of prescribing AR coatings like our Crizal® products,” said Carl Bracy, vice president of marketing for Essilor of America. “These dinners are part of the commitment Essilor has towards educating ECPs so that they can better serve their patients.”

Crizal products are industry-leading, AR coatings from Essilor that reduce glare and protect lenses from scratches, smudges, dust and dirt. Three products make up the Crizal family: Crizal, Crizal Alizé™ and the newest addition, Crizal Alizé with Clear Guard. Crizal Alizé with Clear Guard has unparalleled durability, superior cleanability and smudge resistance that provides wearers the clearest vision possible. With an unmatched hydrophobic coating, Crizal Alizé with Clear Guard allows water and oil to simply roll off, minimizing the need for cleaning. In addition, it 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. With the proprietary Pad Control System™, Crizal lenses are also the easiest premium AR to edge.

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The first of these educational dinners took place in Pittsburgh, Pa., on June 28, 2006, at the Carnegie Museum of Art, and included cocktails and Italian cuisine. The evening featured Dr. Peter Shaw McMinn, O.D., who spoke on "Differentiating Your Practice by Prescribing Premium Products," which focused on breakthrough advances in AR technology. Approximately 200 ECPs, Essilor employees and lab managers were in attendance.

Upcoming cities where dinners are planned include Kansas City, Mo., Phoenix, Ariz., Detroit, Mich. and Chicago, Ill. In addition to receiving ABO and COPE credit, the dinners give ECPs an opportunity to register for the Imagine Italy promotion from Crizal by Essilor and consult with their local sales reps. With the Imagine Italy promotion, 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[®], and for promoting Transitions[®] Lenses. Thanks to Crizal, winners will have the opportunity to explore two incredible cities.

Photo Captions

*Crizal Dinner Photo 1: ECPs enjoy the first Crizal educational dinner at Carnegie Museum of Art in Pittsburg, Pa.
Crizal Dinner Photo 2: Rich Hughes, President of Beitler McKee Optical, and Liz Brucken, Essilor Wholesale Manager,
at the Crizal educational dinner in Pittsburg, Pa.*

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[®], 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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