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ESSILOR LAUNCHES NO-GLARE.COM TO EDUCATE ECPS AND PATIENTS

First 250 ECPs to Complete Training Receive \$50 General Use Gift Card

DALLAS – July 12, 2011 – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, today announces the launch of No-Glare.com, a new digital resource for eyecare professionals (ECPs) and their patients, developed to drive further understanding about the benefits and importance of No-Glare lenses. The site offers eight training videos for ECPs that feature real-life situations to explain how both children and adults will benefit from No-Glare lens offerings.

“Only 35 percent of Americans have No-Glare lenses, which is why Essilor recognized the need for refreshed education,” said Howard Purcell, O.D., F.A.A.O., Dipl., Vice President of Customer Development, Essilor of America. “No-Glare.com addresses this need and reminds ECPs to create a dialogue with their patients about the many benefits that No-Glare lenses can provide – from amplified acuity and contrast to minimized eye strain and reduced scratches and smudges.”

The videos cover a wide range of real-life situations in which patients benefit from wearing No-Glare lenses, such as: driving at night, children at school and other day to day activities. Specifically, No-Glare lenses provide drivers with 20% sharper contrast so they can see objects more clearly which benefits in a five second faster recovery time after exposure to extreme glare such as headlights. For children, 80% of everything they learn in their first 12 years is through their eyes. No-Glare lenses decrease visual fatigue by eliminating glare caused by computers, whiteboards and classroom lighting so children stay focused on learning.

ECPs who correctly answer simple multiple choice questions at the end of each video will receive a certificate from Essilor stating that they have completed the No-Glare training program.

The entire course takes less than 30 minutes to complete, and registration is free with the creation of a new online account. The first 250 ECPs to complete the training will receive a \$50 general use gift card.

To learn more about No-Glare lenses or access the training videos, visit No-Glare.com/training.

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 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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