



**CONTACT:** Kristan Zeilan  
Essilor of America  
214-496-4463  
kzeilan@essilorusa.com

**NEW ENGLAND COLLEGE OF OPTOMETRY WINS  
VARILUX OPTOMETRY STUDENT BOWL XVIII**

*Essilor-Sponsored Annual Event Drew over 1,200 Students, Practitioners and Staff*

**DALLAS – (July 13, 2009)** – Essilor of America, Inc., the nation's leading manufacturer of optical lenses, again sponsored the highly-anticipated annual Varilux<sup>®</sup> Optometry Student Bowl at this year's 112th Annual American Optometric Association (AOA) Congress and 39th Annual American Optometric Student Association (AOSA) meeting in Washington, D.C. Aarlan Aceto of New England College of Optometry took home the prized crystal Student Bowl trophy and \$1,000 in prize money.

The Varilux Optometry Student Bowl drew over 1,200 students, practitioners and staff. Aarlan Aceto won by answering the final question correctly:

*Question: The Rx of the patient's glasses is: O.D. +2.75 -1.00 X180, O.S. +2.75 -1.00 X180. The distance between optical centers of the lenses is 56 mm. Your patient's PD is 66 mm. When the patient is wearing these glasses, how much prism is induced and in what direction? Answer: 2.75Δ Base In*

Students from all nineteen optometry schools in North America competed in the annual event, which showcases students' knowledge and builds camaraderie and friendly competition between the schools. The crystal Student Bowl trophy will go to Aarlan Aceto's school where it will be held until next year's event. Second place and \$750 went to Mark Axford of Pennsylvania College of Optometry at Salus. Third place and \$500 went to Michael Koditek of Pacific University College of Optometry.

Last year's Spirit Award winner, Pacific University College of Optometry, created an entertaining video to detail the rules of the competition. This year's Spirit Award winner, Ohio State University, will have the honor of creating next year's video.

"I was thrilled for the opportunity to compete against so many talented students," said Aarlan Aceto, this year's Varilux Optometry Student Bowl champion. "It's an honor to bring this prestigious recognition to New England College of Optometry for the first time."

"We are excited to continue to offer optometry students the chance to compete with the best and brightest students in their field," said Rod Tahrán, O.D., F.A.A.O., vice president of professional relations and clinical affairs for Essilor of America. "As a part of Essilor's partnership with eyecare professionals, we are proud to sponsor an event that supports the future of optometry."

This year's panel of judges included:

- Linda Casser, O.D., F.A.A.O., dean of Pennsylvania College of Optometry and the 1997 AOA "Optometrist of the Year."
- Irv Borish, O.D., F.A.A.O., clinician, researcher, inventor, educator, philanthropist and often called the father of modern optometry
- Joe Shovlin, O.D., F.A.A.O., member of the American Academy of Optometry (AAO) Board of Directors
- Joe Ellis, O.D., AOA vice president
- Howard Purcell, O.D., F.A.A.O., vice president of customer development for Essilor of America

The Varilux Optometry Student Bowl is coordinated by Danne Ventura, F.A.A.O., director, professional relations, Essilor of America, and for the eighth consecutive year, the event was hosted by David Seibel, O.D., a private practitioner, in private practice in St. Louis. He is past chair, Cornea and Contact Lens Section of AOA, a diplomat in the AAO and was awarded the AOSA Founders Award in 2005.

**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<sup>®</sup>, Crizal<sup>®</sup>, Thin&Lite<sup>®</sup>, Xperio<sup>™</sup> and 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).

###

Varilux, Crizal and DEFINITY are registered trademarks, and Xperio is a trademark of Essilor International. Thin&Lite is a registered trademark of Essilor of America, Inc.