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### **ESSILOR DEBUTS NEW MOBILE SITE**

*Mobile.EssilorUSA.com Provides Smartphone Users with Easy Access to the Latest Product, Company and Event Information*

**DALLAS – (July 19, 2010)** – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, announced its new mobile site, <http://mobile.essilorusa.com>. The site makes it easy to access company, product and event information anytime and anywhere on a smartphone.

“Industry professionals increasingly rely on the convenience of smartphones to locate and obtain information in the palm of their hand,” said John Carrier, president, Essilor of America. “This site will provide yet another important avenue for Essilor to communicate with eyecare professionals, employees and anyone who is interested in information from Essilor.”

The new mobile site is compatible with all mobile device platforms and offers an engaging and visually-compelling experience, including images and videos. Smartphone users can simply bookmark the easy-to-navigate site for access to touch, flip and scroll through the content. Essilor will provide readers with weekly topics, such as Training Tuesday, Think About Your Eyes<sup>®</sup> Thursday and Fact Friday, as well as information on new products, news and events.

#### **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>, 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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