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ESSILOR SEEKS EYE-HEALTH VIDEOS FOR NATIONAL COMPETITION

“20/20 For Life” Video Contest to Award Cash Prizes to Three Winners

DALLAS – (July 20, 2009) – Integrated Healthcare Market Solutions (IHMS) of Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, is debuting its “20/20 For Life” video contest, inviting eligible contestants across the nation to submit a short video on the importance of comprehensive annual eye exams and the benefits of eyeglass lenses. Through Aug. 3, contestants can submit videos for a chance to win a first-place prize of \$2,000, a second-place prize of \$1,000, and a third-place prize of \$500.

The “20/20 For Life” video contest provides the public with an opportunity to exercise creativity as well as design and production skills to communicate vital eye-health messages. Contestants must focus videos on one of the following eye-health topics while discussing the benefits of eyeglass lenses and the importance of annual eye exams, which are critical to maintaining proper eye health.

- Sight AND Seen
- BoomerEyes
- School Daze
- Play Hard-Play Safe!
- Fly Eye: Cool Glasses
- ComputerEyes

“Many people are not aware that eye exams not only ensure proper sight, but also can detect many serious health conditions such as diabetes and glaucoma,” said Pauline Yan, vice president of IHMS, a division of Essilor of America. “Essilor believes it is important to address these serious topics to raise awareness of health issues, yet we encourage submissions to be fun and imaginative.”

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In addition to the prizes, the video that receives the most eligible online votes (excluding the three winning videos named by the judges) will be named the “Fan Favorite” and the entrant who submitted the video will receive an Honorable Mention certificate.

No purchase is necessary to enter the “20/20 For Life” video contest, which is open to legal residents of the 50 United States and the District of Columbia. Videos should be two to four minutes in length. Please see the official rules at <http://essilorusa.quickcompliance.net> for important eligibility information, detailed submission requirements and other important terms and conditions. Essilor will announce the winners on Aug. 10.

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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