



News & Information

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

ESSILOR OF AMERICA DEBUTS ESSILOR JUNIOR LENSES
New Lens Line Made Specifically for Children

DALLAS – (July 23, 2008) – Essilor of America, Inc., the world’s largest manufacturer of optical lenses, today announces the debut of Essilor Junior™, a new lens line designed especially for children and their active lifestyles. Plus, the superiority of the lens provides critical safeguards for young eyes as they develop.

The first product in the Essilor Junior portfolio was available as of July 1, 2008. Finished Single Vision (FSV) Airwear® Jr. Trio™ EZ Blue features a superior easy-to-clean, anti-reflective treatment and is made of polycarbonate lens material which is critical for impact-resistance, durability and eye safety. This lens is 60 mm in diameter and available in the following range: +6.00 to -6.00, sphere up to a -2.00 cylinder

“Essilor believes it is time for a specific children’s lens, and we are committed to providing the industry and especially children, with safe, durable, and comfortable lenses that impart better vision for the youngest of eyes,” said Carl Bracy, vice president of marketing, Essilor of America. “Essilor Junior lenses meet the needs of children and their parents, by providing them a durable and safe product that will withstand the constant cleaning and abuse that children’s lenses take.”

In addition to the Trio™ EZ Blue anti-reflective coating, which is imperative for children’s eyesight, each Essilor Junior lens has a 2-sided, slippery top coat, which makes it easy to clean yet tough enough to resist scratches and smudges. All Trio EZ Blue lenses will be equipped with the patented Pad Control System™ to help provide consistent edging.

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Essilor Junior lenses will replace the LiteStyle Kids IQ™ brand through ELOA.

For more information on Essilor Junior lenses, contact your Essilor representative or visit www.essilorusa.com.

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 8,500 people throughout North America. 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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