



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

**UNIVERSITY OF ALABAMA AT BIRMINGHAM SCHOOL OF OPTOMETRY WINS  
VARILUX OPTOMETRY STUDENT BOWL XIX**

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

**DALLAS – (July 27, 2010)** – 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 113th Annual American Optometric Association (AOA) Congress and 40th Annual American Optometric Student Association (AOSA) meeting in Orlando, Fla. Andrew Treece of University of Alabama at Birmingham School 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. Andrew Treece won by answering the final question correctly:

*Question: Glasses are ordered and received with the following prescription: OD -2.50 DS, OS -2.50 DS and the optical centers are 66 mm apart but the patient's distance PD is 58 mm, what prism effect does the patient experience in distance straight gaze? Answer: 2Δ Base in total or 1Δ Base in each eye*

Students from twenty of the twenty-two optometry schools in North America competed in the annual event, which showcases students' knowledge and builds camaraderie and friendly competition between the schools. Western University of Health Sciences College of Optometry competed for the first time with a first-year student. The crystal Student Bowl trophy will go to Andrew Treece's school where it will be held until next year's event. Second place and \$750 went to Aaron McNulty of Indiana University School of Optometry. Third place and \$500 went to Ian McWherter of Pennsylvania College of Optometry at Salus University.

Last year's Spirit Award winner, The Ohio State University College of Optometry, created an entertaining video to detail the rules of the competition, which is available for viewing on YouTube at [www.YouTube.com/user/VariluxSuperBowl](http://www.YouTube.com/user/VariluxSuperBowl). Pacific University College of Optometry was chosen as this year's Spirit Award winner, which will provide them with the honor of creating next year's video.

"It was exciting to compete against the best and brightest students from across the country," said Andrew Treece, this year's Varilux Optometry Student Bowl champion. "I'm honored to have won the grand prize and to bring this prestigious recognition back to University of Alabama at Birmingham School of Optometry."

"Each year, we are excited to continue to offer optometry students the chance to compete with the outstanding students, while having a great time," said Rod Tahran, O.D., F.A.A.O., vice president of professional relations and clinical affairs for Essilor of America. "As a part of Essilor's commitment to eyecare professionals, we are proud to support the future of optometry through events, such as the Varilux Optometry Student Bowl."

This year's panel of judges included:

- Dr. Linda Casser, O.D., F.A.A.O., dean of Pennsylvania College of Optometry and the 1997 AOA "Optometrist of the Year."
- Dr. Dori Carlson, vice president of the AOA and owner of Heartland Eye Care in North Dakota.
- Dr. Frasier Horn, director of Washington County Clinics and an assistant professor at Pacific University College of Optometry, where he was named Clinical Faculty of the Year in 2008 and 2009.
- Dr. David Loshin, dean of the Nova Southeastern College of Optometry and author of the Geometrical Optics Workbook.
- Dr. Karla Zadnik, Glenn A. Fry Professor in Optometry and Physiological Optics and associate dean of the Ohio State University College of Optometry and the Ohio

Optometric Association's 2009 Optometrist of the Year. She is also President-elect of the American Academy of Optometry.

The Varilux Optometry Student Bowl is coordinated by Danne Ventura, F.A.A.O., director, professional relations, Essilor of America, and for the ninth 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®, 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).

###

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.