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**News & Information**

**CONTACT:**

Anne Tramer  
Weber Shandwick  
972-830-4702

[atramer@webershandwick.com](mailto:atramer@webershandwick.com)

*Photos available upon request*

**ESSILOR ANNOUNCES WINNERS OF VARILUX'S PICTURE PARIS DISTRIBUTOR PROMOTION**

*Essilor rewards 100 ECPs with six-day trip to Paris, France*

**DALLAS** – (July 29, 2005) – Bon Voyage! Essilor of America announced that 100 Eyecare Professionals and representatives from 50 Independent Labs are the winners of the Varilux® Picture Paris Promotion. Essilor is rewarding the group with a trip for two to Paris, France September 27, 2005 through October 2, 2005.

Eyecare Professionals set growth goals and received points for sales of Varilux products, including: Varilux Panamic®, Varilux Comfort®, Varilux Ellipse™, Varilux Liberty™, and Crizal® and Crizal Alize™. Along with the trip to Paris, the award points were redeemable in a special Picture Paris! prize catalog. Representatives from Essilor hand delivered the news and congratulations packages to the Paris trip winners. 100 different Eyecare Professionals and top selling laboratories won the trip.

“Our Eyecare Professionals work diligently to meet the needs of their patients. We want them to know their dedication is priceless,” said Mike Daley, president of Essilor Lenses. “In addition to the winners of the trip to Paris, 1,786 participating Eyecare Professionals won other prizes, such as Sony DVD Camcorders and Nike CPR Combo Golf Sets.”

The Independent Lab winners had the highest growth in Varilux and Crizal and winners were determined by a combination of Varilux and Crizal sales growth using both pair increase and percent increase during the promotion period.

The winners will enjoy their stay at the luxurious Le Grand Hotel. Activities include: dinner aboard LePaquebot and Excellence Boat, lunch at La Cave in Montouis, wine tasting in Loire Valley, Tour of Versailles and a Museum pass. In addition to cash allowances, the week will be topped off with a masquerade ball, complete with period-style costumes provided to the winners.

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“We’ve always strongly supported the outstanding Varilux product line and we are very pleased to have this reward for doing so,” said Ben Lynch at Winchester Optical. Kevin Dougher with Rooney Optical also said, “My wife and I are excited to have a week away in Paris, and we wouldn’t be going without Varilux and the ability to support and sell the product.”

The Top 50 outstanding Varilux and Crizal/Crizal Alize lab performers include:

Accu RX Inc	Enterprise Optical	Professional Ophthalmic Labs
Advance Optical	Eye Care Express Lab Inc.	QC Optical, LTD
Aspen Optical Company	Homer Optical	Rooney Optical
Central Optical	Interstate Optical (2)	SEOCO Inc
Central Optical Lab Inc	Italee Optical Co	Soderberg Inc
CO Optics of America Lab	Luzerne Optical	Southern Maine Optical Inc
Collard Rose Optical	Muller Optical Company	Sunstar Optical (2)
Conejo Valley Optical Inc	NEA Optical Inc	Team Effort Optical
Continental Sales Corp	Optical One Inc	Truckee Meadows/Skaggs & Gruber
Crown Optical Company	Optical Plastics	United Optical Co Inc
Davis Vision (4)	Optical Prescription Lab Inc	VSP Lab-Columbus
Diversified Ophthalmics	Phelps Optical Service Inc	Walman Optical (7)
Empire Optical Inc	Precision Optical Company	Winchester Optical Co

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 over 6,100 people in more than 100 facilities throughout the 50 states. Essilor manufactures optical lenses under the Varilux<sup>®</sup>, Crizal<sup>®</sup>, Airwear<sup>®</sup>, Thin & Lite<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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