



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

ESSILOR DEBUTS FIRST SINGLE VISION LENSES WITH W.A.V.E. TECHNOLOGY

Research Shows New Essilor 360° Lenses Allow Clearer, Sharper and Brighter Vision

DALLAS – (August 3, 2009) – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, today announces Essilor 360°™ lenses, the only single vision lenses with W.A.V.E. Technology™: Wavefront Advanced Vision Enhancement and design to offer sharper and clearer vision. This Essilor breakthrough technology that transformed the performance of PALs is now available in single vision lenses, making Essilor 360° lenses the superior option for ametropic patients.

“We’re proud to extend the benefits of our premium technology beyond presbyopes to allow single vision patients to see like never before,” said Carl Bracy, vice president of marketing for Essilor of America. “We have received very positive feedback from eyecare professionals [ECPs], who can now provide single vision patients with the best vision possible thanks to Essilor’s exclusive W.A.V.E. Technology.”

W.A.V.E. Technology detects and removes lens aberrations, resulting in sharper visual performance in Essilor 360° lenses. The lenses also offer full back-side optimization with the Point-by-Point Prescription Mapping™ process and create a unique aspheric back-side surface optimized for each prescription. Essilor 360° lenses provide a wider field of vision, sharper vision across the entire lens, increased contrast sensitivity, superior clarity in low light conditions and the ability to see more vivid colors and details, for every wearer, especially patients who have a high prescription (above +/-3.00D sphere and/or -1.00D Cyl).

Tests 19 to 45 year-old patients revealed that Essilor 360° lenses improved contrast sensitivity by an average of 30 percent and provided superior vision overall versus standard single vision lenses. Wearer test data also showed improved visual performance in all activities, especially peripheral vision.

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In addition, unlike traditional single vision lenses, Essilor 360° lenses come with technical engravings to provide customization for each wearer to eliminate confusion on the type of lens dispensed.

Essilor is proud to offer ECPs and their patients with Essilor 360° lenses available with Crizal® treatment of choice and Transitions® in Thin&Lite® 1.67 & polycarbonate in the following product specifications:

Thin&Lite 1.74

- Rx Range: -14.00 to +10.00D, Cyl. -6.00D

Thin&Lite 1.67

- Rx Range: -13.00 to +8.00D, Cyl. -4.00D

Polycarbonate

- Rx Range: -10.00 to +8.00D, Cyl. -4.00D

Essilor is also offering Essilor Bifocal 360°™ lenses to provide bifocal patients access to the benefits of digital surfacing. Essilor Bifocal 360° lenses are the only bifocal lenses with 360° Digital Surfacing® to optimize the performance of the lenses for each individual prescription, with a degree of precision not possible with standard surfacing methods. Essilor Bifocal 360° lenses deliver clearer and brighter vision, better perception of details, and up to 30 percent wider vision and less peripheral distortion, including near vision.

For more information on Essilor 360° and Essilor Bifocal 360° lenses, please 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 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

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(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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