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ESSILOR LAUNCHES VISUAL FATIGUE SOLUTIONS LENSES
New Line of Lenses Address the Symptoms of Visual Fatigue Syndrome

DALLAS – (August 4, 2009) – Essilor of America, Inc., the nation's leading manufacturer of optical lenses, announces the launch of Essilor Visual Fatigue Solutions™ lenses to address the symptoms of Visual Fatigue Syndrome (VFS). The line will debut with two new products, Essilor Anti-Fatigue™ lenses and Essilor Computer™ lenses.

VFS is caused by focusing on objects one to three feet away for extended periods of time. Staring at computer screens, reading material, and even cell phones can lead to VFS. Typical symptoms of VFS include tired eyes, blurred vision, neck pain and headaches. Studies show that eight out of 10 people suffer from VFS, and one out of four do so on a daily basis.

“The launch of Essilor Visual Fatigue Solutions is the culmination of years of research and development,” said Jon Torrey, vice president of computer vision for Essilor of America. “We have created the best lens on the market for fighting the symptoms of VFS.”

Essilor Anti-Fatigue lenses are intended as a primary-pair replacement for patients' single-vision lenses. The lenses are recommended for 18-40 year-old myopes who experience symptoms of tired eyes, and emerging 35-45 year-old presbyopes who are starting to experience reading difficulty but not ready for progressive lenses.

Essilor Anti-Fatigue lenses feature a special “Power Boost” area in the lower portion of the lens, to give the wearer's eyes greater clarity and comfort when focusing up-close for extended periods. This accommodative relief in the near vision provides wearers with greater comfort than standard vision correction.

Essilor Computer lenses are recommended for any presbyope experiencing symptoms of visual fatigue and are intended to be prescribed as a second pair to complement the wearer's primary pair of progressive lenses. In the past, eyecare professionals (ECPs) have voiced complaints about the complex ordering process of other computer lenses on the market. ECPs will appreciate that Essilor Computer lenses are ordered just like any progressive lens.

Additionally, Essilor Computer lenses offer clear vision at full distance to more patients than any other computer lens on the market. A larger intermediate area creates a more relaxed, comfortable visual experience, with no head tipping required to find the correct intermediate power. This benefit applies to computer use as well as other intermediate or near-viewing tasks, such as reading, sewing, woodworking, cooking and auto repair. Given the activities common in today's world, this lens can improve the quality of life for virtually every presbyope.

Beginning July 28, Essilor Visual Fatigue Solutions lenses will be available to ECPs and their patients. For more information about Visual Fatigue Solution lenses, please visit www.essilorvisualfatiguesolutions.com.

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).

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