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**FORBES NAMES ESSILOR AMONG “THE WORLD’S MOST
INNOVATIVE COMPANIES”**

*Essilor International Ranks 25th on Global List of Companies Most Likely to
Succeed Now and in the Future*

DALLAS – (August 10, 2011) – Essilor International, the world leader in ophthalmic optics, was recently named to Forbes magazine’s list of “[The World’s Most Innovative Companies](#),” which appears in the Aug. 8 issue of the esteemed business magazine. Essilor, which was ranked 25th on the list, was recognized for its innovative eyeglass lens production that has upended the optics industry.

“Essilor and our employees are honored to be recognized for our contributions to improve people’s vision around the world,” said Hubert Sagnieres, CEO of Essilor International. “Since 1848, innovation has been a driving force at the heart of Essilor’s success. We look to innovate in our groundbreaking research and development [R&D] programs as well as throughout every aspect of our operations, from corporate culture and employee benefits to customer service and anticipation of market changes.”

Essilor’s approach to innovation relies on an extensive network of international partnerships involving, universities, industrial groups and innovative subject matter experts, including the CNRS (National Scientific Research Center) in France and SERI (Singapore Eye Research Institute), the world-famous ophthalmology and visual sciences unit in Singapore.

Essilor adapts technologies employed in different scientific disciplines in the design of its new products. This process of continuous renewal guarantees optimum visual quality and comfort for wearers. Iconic products, such as Varilux[®], the world’s first progressive addition lens, and Crizal[®], the leading No-Glare lens, symbolize Essilor’s capacity for innovation.

Always on the cutting edge of science, Essilor has three R&D centers in The United States, France and in Singapore. The company recently broke ground on a world-class innovation and

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Forbes Names Essilor to “The World’s Most Innovative Companies” List

technology center at the Essilor of America headquarters in Farmer’s Branch, Texas, scheduled to be completed in April 2012. By relocating the R&D Center from St. Petersburg, Fla., to Farmers Branch, Essilor has created an innovation and technology center that represents the company’s continued commitment to take full advantage of the most recent scientific and technical advances and stay alert to emerging fields. Essilor also has two R&D centers under the responsibility of the joint-ventures Transitions[®] in the United States and Nikon-Essilor in Japan.

About the Forbes Most Innovative Companies List

“The World’s Most Innovative Companies” list aims to identify the leading-edge corporations most likely to succeed now and in the future based on an eight-year study by Harvard Business School professor and master of disruptive innovation Clayton M. Christensen, along with colleagues Jeff Dyer, a professor at Brigham Young University, and Hal B Gregersen, a professor of leadership at INSEAD, and also found in their newly released book, *The Innovator’s DNA*. The rankings are based on an assessment of each company’s “innovation premium,” a quantified metric that measures the premium the stock market gives a company for anticipated or expected innovation.

The full list of winners and related stories is available now online at

www.forbes.com/innovative-companies.

About Essilor International

The world leader in ophthalmic optical products, Essilor designs, manufactures and markets a wide range of lenses to improve and protect eyesight. The Company’s mission is to enable everyone around the world to have good vision thanks to lenses that meet his or her unique vision requirements. Essilor allocates around 4% of annual revenues to research and development to continuously bring new, more effective products to market. Flagship brands include Varilux[®], Crizal[®], DEFINITY[®], Xperio[®], Foster Grant[®] and Kodak[®]. Essilor also develops and markets equipment, instruments and services for eyecare professionals.

Essilor reported consolidated revenue of more than €3.9 billion in 2010 and employs 42,700 people. It operates 14 plants, 332 prescription laboratories and several research and development centers around the world and does business in around 100 countries.

For more information, please visit www.essilor.com. The Essilor share trades on the NYSE Euronext Paris market and is included in the CAC 40 index.

Codes and symbols: ISN: FR0000121667; Reuters: ESSI.PA; Bloomberg: EI:FP.

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