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ESSILOR PRESENTS
“THINK ABOUT YOUR EYES WEEK” AT SIX FLAGS OVER TEXAS AUGUST 18-24
Initiative Encourages Visitors to Focus on Healthy Vision for a Healthier Life

Dallas, Texas – (August 15, 2008) – Essilor, the world’s leading provider of eyeglass lenses, and Six Flags Over Texas, the Entertainment Capital of Texas, today announced the launch of the second annual “Think About Your Eyes Week” Public Awareness Initiative August 18-24, in recognition of the importance of vision health and annual comprehensive eye examinations. Families visiting Six Flags can learn more about taking care of their eyes and meet friendly eyeball characters – on site at the park.

Think About Your Eyes Week is designed to deliver an important message to park visitors in a fun, yet informative way. Six Flags visitors will literally have their eyes on vision health as they take in facts about important issues, such as blurry vision, sun damage and eye strain. This information will infiltrate the park on multiple TV screens and banners, including a 30-foot tall banner on the Six Flags Over Texas 300-foot tall oil derrick, which can be seen from Interstate 30. Giant eyeball characters will also roam the park amusing children with even more fun facts about healthy vision.

“We are happy to partner with Essilor to deliver this very important health message,” said Steve Martindale, Park President, Six Flags Over Texas. “Vision is important to our guests’ experience at the park and we have a great opportunity to reach the numerous families who visit Six Flags Over Texas each day.”

Just in time for back to school, the focus of the week will be children’s vision and school performance. Since about 80 percent of everything children learn comes through their eyes, vision is more than just what children see. It’s directly related to how they learn as well.

From reading and school work to texting and video games, children can also experience visual fatigue, eye strain and headaches. Essilor strives to educate families about the benefits of a comprehensive eye exam, which can reveal vision problems and allow the doctor to prescribe proper lens technology. Good vision care can ultimately improve a person’s ability to learn and have a healthier life.

“Eye disease can occur at any time, regardless of age,” said Howard Purcell, O.D., Essilor Vice President. “In fact, one in every four children has a vision problem, and more than 11.5 million

Americans have an uncorrected visual impairment that can impact their quality of life and lead to other physical and emotional complications. We hope this initiative will encourage regular eye exams for all.”

Essilor will also sponsor the Adventure Theater attraction where the 3-D animations feature, “Fly Me to the Moon” is playing and where vision is part of the fun. An Essilor 3-D commercial will run prior to the showing of the movie and volunteers will be available in tents outside the theater to discuss the initiative. The tents will also include giveaways, fun games, and informational handouts to help families begin thinking more about their eye health.

Essilor’s Think About Your Eyes Public Awareness Initiative is aimed at increasing awareness about the importance of vision health and annual comprehensive eye exams. This initiative was designed to encourage and remind people to think about their eye health.

For more information on the Think About Your Eyes Public Awareness Initiative, please visit **thinkaboutyoureyes.com**.

For more information on Six Flags Over Texas, please visit sixflags.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 8,500 people throughout North America. Essilor manufactures optical lenses under the Varilux[®], Crizal[®], DEFINITY[®] Thin&Lite[®], 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).

About Six Flags, Inc.

Six Flags, Inc. is the world's largest regional theme park company with 20 parks across the United States, Mexico and Canada. Founded in 1961, Six Flags has provided world class entertainment for millions of families with cutting edge, record-shattering roller coasters and appointment programming with events like the popular Thursday and Sunday Night Concert Series. Now 47 years strong, Six Flags is recognized as the preeminent thrill innovator while reaching to all demographics – families, teens, tweens and thrill seekers alike – with themed attractions based on the Looney Tunes characters, the Justice League of America, skateboarding legend Tony Hawk, The Wiggles and Thomas the Tank Engine. Six Flags, Inc. is a publicly-traded corporation (NYSE:SIX) headquartered in New York City.

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