



News & Information

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**ESSILOR LABORATORIES OF AMERICA AND TRANSITIONS PARTNER TO
SUPPORT EYECARE PROFESSIONALS IN HIGH-HISPANIC AREAS**
Hispanic Kit Distributed to Thousands of Eyecare Professionals Nationwide

DALLAS – (Aug. 19, 2008) – Essilor Laboratories of America, Inc. and Transitions Optical, Inc. are joining forces to provide thousands of eyecare professionals (ECPs) located in high-Hispanic population areas with the educational materials and resources they need to refresh their practices and better serve their Hispanic patients. Through a national telesales campaign, more than 4,000 ECPs were contacted to receive a complimentary Hispanic Kit that contains a variety of point-of-sale and educational materials geared toward staff members, doctors and their Hispanic patients.

To date, more than 1,700 ECPs have expressed interest in receiving the kit and additional information about making their practices Hispanic-friendly. ECPs contacted were located in areas comprised of a 30 percent or higher Hispanic population.

“We are honored to partner with Transitions, which shares our ongoing commitment to supporting ECPs by helping them grow their practices with and reach Hispanic patients,” said Dr. Howard Purcell, vice president of customer development for Essilor. “We are confident that the tools included within the kit will assist them in broadening their practices and creating a more friendly and comfortable environment for their Hispanic patients – whether they speak English or Spanish as a primary language.”

“There’s no question that the Hispanic population is increasing rapidly. We are excited to support Essilor in meeting the growing demands presented by eyecare professionals in high-Hispanic populations, and hope that this kit will give us insight into their additional needs,” said Elliott Reshard, key account manager, Transitions. “Based on feedback, we will continue to develop professional education materials in both English and Spanish.”

To support this initiative and the development of future tools and education, each ECP who receives a Hispanic Kit will be contacted within a couple of months to provide feedback on the materials and any other ways they better meet the needs of their Hispanic patients.

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[®], Thin&Lite[®], 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).

Transitions Optical, headquartered in Pinellas Park, Fla., was the first to successfully commercialize a plastic photochromic lens in 1990. As the leading provider of photochromics to optical manufacturers, Transitions Optical offers the most advanced photochromic technology in the widest selection of lens designs and materials. For more information about the company and Transitions lenses, the first to earn the American Optometric Association's Seal of Acceptance for Ultraviolet Absorbers/Blockers, visit Transitions.com or contact Transitions Optical Customer Service at 800-848-1506 (United States) or 877-254-2590 (Canada).

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