



**News & Information**

**FOR IMMEDIATE RELEASE**

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**ESSILOR AND TRANSITIONS PROVIDE ITS CUSTOMERS WITH A LITTLE TLC**  
*Crizal and Transitions combine for Total Light Control Benefits*

**DALLAS** – (August 20, 2007) –Essilor of America, Inc. (EOA) is offering its eyecare professionals (ECPs) the ultimate combination in lenses for the best light protection: *Total Light Control* (TLC) The combination of Crizal<sup>®</sup> anti-reflective (AR) coatings and Transitions<sup>®</sup> lenses works to successfully control light, providing patients with optimal vision.

“Light is central to good vision,” said Carl Bracy, Vice President of Marketing for Essilor. “By communicating the benefits of Crizal and Transitions lenses together, we are able to offer our ECPs and their patients the best overall lens performance, quality of vision, and the preservation and protection of the health and well-being of their eyes.”

Crizal lenses reduce the glare that causes eye strain by removing reflections and glare from headlights, computers and sunlight, and when partnered with Transitions lenses, they offer 100% blockage of harmful UV rays. Crizal lenses allows over 99 percent of needed light to enter the eye, allowing patients to see more clearly and more like their natural eye. TLC offers patients a lens that protects them indoors and outdoors, with the trusted technology of Crizal and Transitions together.

Crizal products are high-performance AR coatings from Essilor that reduce glare and offer patients clearer and crisper visual performance. Four products make up the Crizal family: Crizal, Crizal Alizé<sup>™</sup>, Crizal Alizé with Clear Guard<sup>™</sup>, and the newest addition, Crizal Sun<sup>™</sup>. The Crizal family of products is known for its two-sided scratch resistance and an advanced super-hydrophobic property that reduces dirt, oil, grime and fingerprints, giving patients the clearest vision in an easy-to-clean lens that stays cleaner longer. Essilor’s proprietary PAD Control System<sup>™</sup> makes Crizal lenses the easiest lenses on the market to edge.

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Transitions lenses are the most advanced photochromic lenses available on the market today. They offer sunglass-dark protection outdoors, fade back quickly and are virtually as clear as regular lenses indoors. Transitions lenses help to protect sight and offer visual comfort by blocking UV and adjusting to all outdoor light conditions.

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<sup>®</sup>, Crizal<sup>®</sup>, Thin&Lite<sup>®</sup>, DEFINITY<sup>™</sup> 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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