



News & Information

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THIRD VARILUX IPSEO SYMPOSIUM SCHEDULED FOR DALLAS
Regional product introduction and ECP training continues

DALLAS -- (August 22, 2005) – Select Eye Care Professionals arrived on August 16, to attend the third “Varilux® Ipseo™ Product Symposium” in Dallas, Texas. Following the symposiums in New York City and Tampa, Fla., Essilor executives, marketing and sales representatives will meet with Eye Care Professionals from the South and Central region of the United States to explain the benefits of the new Varilux Ipseo progressive addition lens (PAL) and the VisionPrint System™ (VPS).

“The previous symposiums have been very beneficial to both Essilor executives and the attending Eye Care Professionals. We look forward to sharing our knowledge with Eye Care Professionals from these regions,” said Mike Daley, president of Essilor Lenses.

Varilux Ipseo is the world's first individualized PAL, each lens made specifically for each person through the integration of an individual’s physiological measures of Head and Eye movements and prescription parameters. The VPS is a diagnostic device that measures a patient's Head and Eye movements, which are then used to custom create the Ipseo lens design to optimize a patient’s field of vision. In addition to their individualized prescription and personal Head and Eye measurements, each lens features the patient's initials engraved on the lens, making Varilux Ipseo the most individualized and tailor-made lens on the market.

Pete Hanlin, Sales Training and Development Manager, will lead the symposium, which will include both technical and marketing presentations. The seminar topics include:

- Explanation of freeform technology and how Varilux uses this technology to optimize patient satisfaction with the launch of Varilux Ipseo
- Discussion of individualized lenses and their benefits

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- Introduction to the VisionPrint System including a demonstration of how to take patient head/eye measurements
- Shared success measures for selling Varilux Ipeo based on global launch learnings and a 2004 U.S. beta test

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 over 6,100 people in more than 100 facilities throughout the 50 states. Essilor manufactures optical lenses under the Varilux[®], Crizal[®], Airwear[®], 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).

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