



News & Information

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ESSILOR RELAUNCHES CRIZAL WEB SITE

Updated Web site Assists Eye Care Professionals in Educating Patients

DALLAS – (August 24, 2006) – In an effort to create a more comprehensive and user-friendly online experience for eye care professionals (ECPs) and patients, Essilor of America, Inc. will relaunch its Crizal[®] Web site, www.Crizal.com. Crizal.com has undergone a complete redesign and now boasts a more modern look and feel, new features for ECPs and their patients, and easier navigation. The Web site will help educate patients and increase their awareness of Crizal – making them more informed about Crizal when they visit their ECPs. The updated Web site is expected to launch August 30, 2006.

“To build upon the Essilor brand, we created Crizal.com to have a consistent look and feel with the other Essilor product Web sites as well as Crizal’s other marketing initiatives. Our goal in redesigning Crizal.com was to aid ECPs and patients in finding information and features needed about Crizal as quickly as possible when they visit the site,” said Carl Bracy, vice president of marketing for Essilor of America. “Our intention is that the site becomes a resource for ECPs and patients alike, specifically to provide ECPs with the information they need to best serve their patients.”

In addition to the updated product information on the site, Essilor is including new features to make it more user-friendly and simpler to navigate. The site now provides quick access to key product features and information, printer-friendly functionality and consistent navigation to and from all other Essilor product sites and the EssilorUSA.com site. It is also optimized to improve traffic from search engines. The new site even contains an opening flash module illustrating how Crizal fights the “vision enemies.”

Another key update to the site for patients is the Crizal Theater multi-media section. This section allows visitors to view the latest advertisements and product-related educational videos and demonstrations. An updated Eye Spa and Screensoother also are part of the recent revisions to the site, which have proved to be popular sections with patients.

Improvements made especially for ECPs include the “Locate a lens distributor” and “Locate a sales consultant” sections that are now easier to use and updated daily. The functionality of the Web site also has been greatly enhanced, which provides Essilor with the ability to maintain the site quicker and easier as well as make frequent updates as needed. This ensures a more timely delivery of information such as product updates and lens availability to ECPs. As a result, the updates to the site eliminate the need for a separate professional site, such as CrizalPro.com.

Crizal products are industry-leading, anti-reflective (AR) coatings from Essilor that reduce glare and protect lenses from scratches, smudges, dust and dirt. Three products make up the Crizal family: Crizal, Crizal Alizé® and the newest addition, Crizal Alizé with Clear Guard™. Crizal Alizé with Clear Guard has unparalleled durability, superior cleanability and smudge resistance that provides wearers the clearest vision possible. With an unmatched hydrophobic coating, Crizal Alizé with Clear Guard allows water and oil to simply roll off, minimizing the need for cleaning. In addition, it has incorporated the same technology used in plasma televisions to add an integrated anti-particulate layer into the AR process. The result is a superior AR coating that stays cleaner, longer than any other AR coating, is easier to clean, and because of less cleaning, the lens is less likely to scratch. With the proprietary Pad Control System™, Crizal lenses are also the easiest premium AR to edge.

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®, 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).

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