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**ESSILOR INTRODUCES THE MOST ADVANCED SHORT-CORRIDOR  
PROGRESSIVE LENSES**

*New Varilux Physio Short and Varilux Physio Short 360° to Provide the Most Natural Vision*

**DALLAS – (Sept. 3, 2009)** – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, announces Varilux Physio Short™, the first short-corridor progressive lens enhanced with W.A.V.E. Technology™: Wavefront Advanced Vision Enhancement. W.A.V.E. Technology enables Essilor scientists to identify and correct areas of distortion that other manufacturers miss, resulting in a unique lens design that will offer patients the widest distance zone and sharpest vision available in a short-corridor progressive addition lens (PAL).

“Varilux Physio Short lenses feature everything that ECPs love about Varilux Physio lenses, now available for small frames that many patients prefer,” said Carl Bracy, vice president of marketing for Essilor of America. “Varilux Physio Short lenses provide the sharpest, most natural vision available in a short-corridor progressive lens, with the widest distance zone of short-corridor PALs on the market.”

Varilux Physio Short joins Varilux Physio Short 360°™, which was introduced in March and utilizes the Varilux 360° Optimization<sup>sm</sup> process to further enhance the lens. This multi-patented, dual-sided digital surfacing process provides up to 30% wider fields of vision at every distance vs. traditionally-surfaced Varilux Physio Short lenses. .

W.A.V.E. Technology is utilized to identify and eliminate areas of distortion in the lens design, resulting in the sharpest vision possible. The design was then adapted to the unique needs of short-corridor PAL wearers – needs like a wide distance zone. Wearer studies consistently prove patients wearing PALs in small frames prefer larger distance zones.

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This type of insight is made possible by Essilor's Dioptric Loop process, a research and development cycle that incorporates clinical trials into each step of the design process. This revolutionary approach produced a PAL specifically designed for use in small frames. Wearer studies show performance actually improved as fitting height was decreased.

Beginning Sept. 8, Varilux Physio Short lenses will be available to all authorized Varilux distributor laboratories in the following Airwear<sup>®</sup> materials and specifications, and beginning Sept. 29, they will be available in the following Thin&Lite<sup>®</sup> materials:

### **Airwear 1.59**

- Rx Range: -10.00 to +6.00
- Add Power: 0.75 to 3.00

### **Airwear 1.59 Transitions<sup>®</sup> VI Gray and Brown**

- Rx Range: -10.00 to +6.00
- Add Power: 0.75 to 3.00

### **Thin&Lite 1.67**

- Rx Range: -12.00 to +9.00
- Add Power: 0.75 to 3.00

### **Thin&Lite 1.67 Transitions VI Gray and Brown**

- Rx Range: -12.00 to +9.00
- Add Power: 0.75 to 3.00

All Varilux Physio Short lenses are compatible with Crizal Avancé<sup>™</sup> with Scotchgard Protector<sup>™</sup>, Crizal Alizé<sup>®</sup> or Crizal treatments, for the best in protection against glare, scratches, dust and fingerprints. Varilux Physio Short will also be available in additional materials starting in early 2010.

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For more information on the new Varilux Physio Short and Varilux Physio Short 360° lenses, contact your Varilux lab representative or visit [www.varilux.com](http://www.varilux.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 9,000 people throughout North America. Essilor manufactures optical lenses under the Varilux®, Crizal®, Thin&Lite®, Xperio™ and 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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