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**ESSILOR DEBUTS ESSILOR JUNIOR TRANSITIONS LENSES**  
*New Lenses Keep Young Eyes Safe and Comfortable Inside and Out*

**DALLAS – (Sept. 4, 2009)** – Essilor of America, Inc., the nation's leading manufacturer of optical lenses, announces the launch of Essilor Junior™ Transitions® lenses to help keep young eyes safe and comfortable both indoors and outside. Essilor Junior Transitions lenses quickly adjust to sunlight conditions to provide the appropriate level of lighting, while staying clear indoors and at night.

Essilor Junior Transitions lenses block 100 percent UVA/UVB rays to shield children's developing eyes. Essilor Junior Transitions lenses also reduce glare, scratches and smudges so children see better and learn better.

“Essilor Junior Transitions lenses meet the needs of children while providing an affordable solution so parents do not have to compromise,” said Carl Bracy, vice president of marketing for Essilor of America. “These finished single vision stock lenses provide ECPs with the ability to provide their youngest patients with the best protection in any light, since children spend so much time outdoors.”

Essilor Junior lenses are designed especially for children and their active lifestyles at an affordable price that parents appreciate. The superiority of the lens provides critical safeguards for young eyes as they develop, by providing a durable and safe product that withstands the constant wear and tear that is common in children's lenses, while reducing the need for cleaning.

Essilor Junior lenses are made of tough, durable and safe polycarbonate, which is impact-resistant, and 45 percent lighter and 25 percent thinner than standard plastic lenses. Essilor Junior

## **Essilor Debuts Essilor Junior Transitions Lenses/ Page 2**

lenses are optimized according to what children need and their prescription calls for - in just their size.

Sales of both Essilor Junior and Essilor Junior Transitions lenses from June 1 to December 31, 2009 will help children in need. For every five pairs of Essilor Junior or Essilor Junior Transitions lenses sold, Essilor will donate one pair to the Essilor Vision Foundation for its work to improve the vision of children across the country.

Beginning August 25, Essilor Junior Transitions lenses will be available to ECPs in the following materials and product specifications.

- PCAT 0A38, Type Codes FG95-FG99
- Diameter: 65mm
- Range: +4.00 to -6.00 sphere up to a -2.00 cylinder
- Anti-Reflective coating: easy-to-clean Trio™ EZ Blue
- Airwear® Junior and Aspheric Transitions VI Grey

For more information about Essilor Junior Transitions lenses, please contact your Essilor representative or visit [www.essilorjunior.com](http://www.essilorjunior.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®, DEFINITY® 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, a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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