



**News & Information**

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**ESSILOR TO EVALUATE EMERGING INTERNET MARKET PLACE AND  
IMPACT ON EYECARE PROFESSION**

*Jobson Optical Research to conduct research with grant from Essilor*

**DALLAS** – (September 22, 2008) – Essilor of America, Inc., will embark on an initiative this October to evaluate the emerging Internet market place and its potential impact on the eyecare industry. Jobson Optical Research will conduct the research through a grant from Essilor, to personally work with eyecare professionals to evaluate the current and potential Internet market place opportunities, and its current and future impact on ECP practices and the industry as a whole.

“We want to hear from ECPs across the country to closely study the impact and the benefits of this powerful, emerging Internet market place,” said Howard Purcell, O.D., F.A.A.O., Dipl., vice president, customer development for Essilor. “We will use the research results to clearly evaluate and determine how to help ECPs to best utilize its vast resources to apply to their practices to help them grow and prosper.”

As part of the initiative, ECPs will have an opportunity to share key insights and personal perspectives that could prove valuable for Essilor, ECPs and other key industry supporters.

Essilor will also use the research to assess both the potential, as well as the risks, posed by the amazing amount of information sharing and commerce within this market place. The exclusive research will be available in early November, 2008.

The first communication about the program will appear in a special letter from Dr. Howard Purcell in *Vision Monday's Int'l Vision Expo West Show Daily* in Las Vegas, October 3<sup>rd</sup> through 5<sup>th</sup>.

“We are pleased to conduct this valuable research on behalf of Essilor,” said Marc Ferrara, president of Jobson Medical Information’s Information Services Group. “We will glean important insights into how the Internet is affecting ECPs’ businesses today, and into the future.

We also hope to get a better understanding of how ECPs can employ the Internet to their advantage in the years ahead.”

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).

**Jobson Medical Information LLC** (“JMI”) produces a broad range of publications, educational programs, enduring educational materials, live events, symposia and websites that reach, teach and influence over one million healthcare professionals every month. Its Information Services Group includes the Optical Group, which includes the well-known publications *Vision Monday*<sup>®</sup>, *20/20*<sup>®</sup> *Magazine*, *Review of Optometry*<sup>®</sup>, and *Review of Ophthalmology*<sup>®</sup>, as well as the KidzBiz<sup>®</sup>, SunVision<sup>®</sup> and Sun Advisor<sup>®</sup> supplements; the Jobson Optical Research division; JMI’s subsidiary Frames Data Inc., which publishes the FRAMES Data<sup>®</sup> Quarterly, SPEX-UPC<sup>™</sup> LabTalk<sup>®</sup> and related information; the Jobson Internet Solutions division, which publishes Eyefind<sup>®</sup> and builds Web sites for the ophthalmic industry; the periodical *U.S. Pharmacist*<sup>®</sup> and its online e-Connect<sup>®</sup> service; and a range of other products and services. Jobson Medical Information LLC is headquartered in New York City.

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