



News & Information

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ESSILOR HOLDS SUCCESSFUL SALES & MARKETING WORKSHOP IN DALLAS

Participants reflect on 2006, learn about new products and discuss exciting plans for the future

DALLAS – (September 25, 2006) – Essilor of America, Inc. (EOA) executives and sales force met in the heart of Dallas, Texas, this summer to discuss new products, the success of the year to date, and plans for the second half of 2006. The week-long gathering held in July, at the Hyatt Regency Dallas drew 500 Essilor employees who were educated on product updates, sales growth, new tools and upcoming goals.

Essilor executives addressed the sales force about the state of the industry. Laurent Vacherot, president of EOA; Bob Colucci, president of Independent Distribution Division; John Carrier, president of Essilor Laboratories of America; Ken Engelhart, senior vice president and general manager of retail; Joni Schon, vice president of business growth; Mike Daley, president of Essilor Lenses; Carl Bracy, vice president of marketing; and Audrey Reed, director of purchasing, were among those who spoke, giving a retrospective on the success of the past six months and highlighting new opportunities for growth in the second half of the year.

The first half of 2006 was phenomenal for Essilor brands and included the launch of several key products. With the successful launch of Varilux[®] Physio 360[°][™] and Varilux Physio[™], Essilor introduced 360[°] Digital Surfacing[™] to the market, which was greeted with great success. Crizal Alizé with Clear Guard[™] was also launched and is the only anti-reflective coating with anti-static properties available in the industry. DEFINITY[™] has also continued to find success and the response from the market to this product has been amazing.

Essilor is looking forward to an outstanding second half of 2006. Varilux Physio 360[°] and Varilux Physio will launch this fall in three new materials: Thin&Lite[®] 1.60, Airwear[®] Polarized and Thin&Lite 1.74. Due to the tremendous response to the *Imagine Italy!* promotion additional prizes and trips were added. Participation has exceeded last year's *Picture Paris!* promotion.

Up to 160 grand-prize trips to Rome and up to 300 trips to Las Vegas will be awarded following the conclusion of the promotion. The Crizal[®] consumer advertising campaign which began in May 2006 has been increased based on the success of the program. Crizal will also offer new in-office tools for ECPs.

Essilor also introduced new branding and positioning for DEFINITY. With a new tagline, Wide Open World[™], the new branding better reflects the benefits of the lens. DEFINITY SHORT[™] continues its success as the only digitally surfaced short-corridor lens as well as being the only polarized digitally surfaced short-corridor lens on the market.

A highlight of the meeting was a memorable presentation on the Special Olympics. Essilor of America is proud to support the Special Olympics and has provided more than 70,000 pairs of eye glasses for athletes around the world. Stacy Johnson, a Special Olympics Global Messenger and athlete, spoke to workshop attendees about the importance of eye glasses in sports and the significant impact of Essilor's support on athletes. Partick Igarra, Berkeley Optometry – University of California, was presented with the Special Olympics Special Friend award and Essilor of America was recognized for the company's support.

“We are excited and look forward to the second half of 2006 and believe these are exciting innovations that we are bringing to the market,” said Carl Bracy, vice president of marketing. “Essilor is committed to helping ECPs be successful and continue to grow their practices.”

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[®], 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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