



**News & Information**

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**ESSILOR EXCEEDS EXPECTATIONS WITH CRIZAL AVANCÉ WITH  
SCOTCHGARD PROTECTOR**

*Best-Selling Lens will Permanently Replace Crizal Alizé with Clear Guard*

**DALLAS – (October 3, 2008)** – Essilor of America, Inc., the nation's leading manufacturer of optical lenses, continues to exceed the needs and expectations of eyecare professionals (ECPs) with its fastest-selling, state-of-the-art Anti-Reflective (AR) lens, Crizal Avancé™ with Scotchgard™ Protector.

Since its launch in January, Crizal Avancé with Scotchgard Protector has far exceeded Essilor's expectations with sales growing at an average monthly growth rate of 86% per month, reflecting strong consumer receptivity. As a result, Essilor simplified its Crizal portfolio by permanently discontinuing Crizal Alizé with Clear Guard™, on August 31<sup>st</sup> of this year; and as of today, Crizal Avancé with Scotchgard Protector has absorbed nearly all of those sales.

“While we had anticipated an early adoption of Crizal Avancé with Scotchgard Protector, we are thrilled with the industry’s and consumers’ responses to this innovative product,” said Carl Bracy, vice president of marketing for Essilor of America. “ECPs can know their patients will continue to experience the Crizal ease-of-cleaning benefit until they are ready to replace their eyewear.”

Crizal Avancé with Scotchgard Protector has proven to be a winning product for all parties – ECPs, consumers and Essilor. As a result of research showing strong demand potential for the product, Essilor will launch a pilot TV ad campaign for Crizal Avancé with Scotchgard Protector on Oct. 27 in two different markets, each with a different level of advertising.

“We anticipate this campaign will help us understand the investment needed to motivate a consumer to ask for a product by name, while educating consumers about products that are only available through their ECPs,” said John McMahan, Crizal brand manager.

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Earlier this year, Essilor of America, Inc. teamed with 3M Company to debut Crizal Avancé with Scotchgard Protector – the AR lens that’s made to stay clean. This exciting new generation of Crizal lenses offers customers an unprecedented level of lens performance, cleanability and clarity.

Dramatically improving upon the industry-leading ease of cleaning benefits of Crizal Alizé with Clear Guard lenses and combining that with the unmatched protective qualities of Scotchgard Protector, Crizal Avancé with Scotchgard Protector lenses offer patients the best available performance.

Independent lab tests show these new lenses start out the easiest to clean and stay that way even after 20,000 cleanings than are typically experienced over the life of the prescription.

Crizal Avancé with Scotchgard Protector lens technology delivers:

- The easiest to clean AR lens on the market that stays cleaner longer than competing lenses.
- Lenses start out and stay the easiest to clean even after 20,000 cleanings, defending the integrity of the AR efficiency and protecting the lens from scratches that can result from regular cleanings.
- Lenses that combine the anti-static qualities and improved cleanability of Crizal technology and the improved protective performance of Scotchgard Protector to repel dust, dirt, fingerprints, oil and grease better than ever.

For more information on Crizal Avancé with Scotchgard Protector lenses, contact your Crizal representative or visit [www.crizal.com](http://www.crizal.com).

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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