



News & Information

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CONTACT: Kristan Zeilan
Essilor of America
(214) 496-4463
kzeilan@essilorusa.com

ESSILOR KEEPS LENSES HOT WITH CRIZAL SUN

Eyecare professionals and patients warm up to Essilor's latest anti-reflective product

DALLAS – (October 5, 2007) – Essilor of America, Inc. continues to meet the needs of eyecare professionals (ECPs) and patients with its industry-leading Crizal Sun™ lenses, the first integrated anti-reflective (AR) product specifically designed as the perfect complement to Sunwear. Since the launch of Crizal Sun in January 2007, Essilor has sold tens of thousands of pairs of Crizal Sun lenses and is consistently processing hundreds of pairs per day, proving it is the ideal AR choice for any sunwear.

Essilor recently expanded the Crizal Sun™ lenses line in March of 2007 with Crizal Sun Tints, allowing eye care professionals (ECPs) to offer patients even more choices with four colors: grey, grey green, brown and black and four intensities: 0 to 3.

“Prior to Crizal Sun, there was no ideal coating for sunwear in the industry,” said Carl Bracy, vice president of marketing for Essilor of America. “Our customers have been overwhelmingly receptive to the advantages that Crizal Sun lenses offer since it’s perfect for optimizing vision through polarized or tinted lenses.”

Crizal Sun lenses add the same superior scratch protection and ease of cleaning as Crizal® Alizé® to both sides of the lens. Since the AR layer is only applied to the backside of the lens, Essilor’s new specialized integrated technology reduces backside glare without the common front side color changes, keeping the original color and look of the lens. The Crizal Sun product is also infused into the lens, so it will not wear or peel off over time.

Polycarbonate and high-index lens choices provide natural ultraviolet (UV) protection. The UV protection offered by Crizal Sun lenses is based on the lens material choice. Crizal Sun lenses are

comparable to lenses with Crizal Alizé in both performance and price and come with the proprietary Pad Control System™ technology for ease of edging.

Crizal products are industry-leading, anti-reflective coatings from Essilor that reduce glare and protect lenses from scratches, smudges, dust and dirt. Four products make up the Crizal family: Crizal, Crizal Alizé, Crizal Alizé with Clear Guard™ and most recently Crizal Sun lenses.

To support their new Crizal Sun technology, Essilor is pleased to announce the re-launch of the *CrizalSun.com* website. This newly revamped site is rich in content containing detailed information about the technology along with Crizal Sun lens availability and how to find a local Crizal distributor. Please visit *CrizalSun.com* to learn more about Crizal Sun - providing the clearest vision under the sun.

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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