



News & Information

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**ESSILOR EXPANDS ECP OPTIONS WITH ALL-NEW
VARILUX COMFORT 360° LENSES**

Lenses to deliver wider vision fields, less distortion and higher levels of wearer satisfaction

DALLAS – (October 5, 2007) – Essilor of America, Inc. announces Varilux Comfort[®] lenses, the world's best-selling progressive lenses, are now available in an enhanced design offering through 360° Digital SurfacingSM technology services. In 1994, the Varilux Comfort lens design revolutionized progressive lenses industry wide. **The all-new Varilux Comfort 360°TM lens design delivers the gold standard for patient adaptation and ease of fitting for which Varilux Comfort has been known.** And Varilux Comfort lenses, protected by three patents on the lens design and three patents on 360° Digital SurfacingSM technology, continue to provide the wearer with wider vision fields and reduced peripheral distortion.

“When a distance prescription is added to any lens, peripheral distortions increase and vision decreases,” said Mike Solosko, Varilux Brand Manager. “Varilux Comfort 360° lenses eliminate these effects through the 360° Digital Surfacing technology to optimize the performance of the Varilux Comfort lens for every patient.”

To create the new Varilux Comfort 360° lens, a unique backside design is created for a patient's specific prescription. This design is then applied using patented 360° Digital Surfacing technology services, ensuring that the interaction between front-side Varilux Comfort 360° lens design and the back-side prescription are optimally distributed. The result is wider fields of vision and reduced peripheral distortion to provide superior vision for each patient.

All Varilux Comfort 360° lenses come with Crizal[®] anti-reflective technology to reduce glare, resist scratches and repel dust, dirt and smudges. This new lens offering is ideal for wearers who

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have enjoyed Varilux Comfort lenses and want optimized optics, patients who have not adapted to other progressive addition lenses (PALs) and new opticians learning to dispense.

Beginning October 2, Essilor is proud to offer ECPs and patients Varilux Comfort 360° lenses in the following materials:

Airwear® (Clear and Transitions® V Gray)

- Rx Range: +6.00D to -9.00D up to -4.00D Cylinder
- Add Power: 0.75 to 3.00
- Base Curves: 2.00, 4.00, 5.50, 7.50

1.50 Index plastic (Clear, Transitions Next Gen Gray, and Transitions Next Gen Brown)

- Rx Range: +7.00D to -9.00D up to -4.00D Cylinder
- Add Power: 0.75 to 3.50
- Base Curves Clear: 2.00, 4.00, 5.50, 6.50, 7.50, 8.50
- Base Curves Transitions: 2.00, 4.00, 5.50, 6.50, 7.25, 8.50

Varilux Comfort 360° lenses will launch Thin & Lite® 1.60 clear and Transitions, Thin & Lite 1.67 clear and Transitions, and polarized materials in 2008.

For more information on the new Varilux Comfort 360° lenses, call your Essilor or lab representative or visit www.varilux.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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