



FOR IMMEDIATE RELEASE

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**ESSILOR EXPANDS PRODUCT AVAILABILITY FOR CRIZAL SAPPHIRE
LENSES WITH SCOTCHGARD PROTECTOR**

*The Clearest No-Glare Lens Ever Created Eliminates All Five Enemies of Clear Vision –
Glare, Scratch, Smudge, Dust and Water*

DALLAS – (Oct. 7, 2010) – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, has expanded product availability for Crizal Sapphire™ lenses with Scotchgard™ Protector in select designs and materials, including Transitions®, bifocals and non-Essilor designs.

Crizal Sapphire lenses with Scotchgard Protector are a breakthrough innovation in No-Glare technology delivering the best anti-reflective performance for enhanced visual comfort and greater aesthetic appeal as well as unmatched scratch-resistance and cleanability. These lenses offer advanced No-Glare performance through Essilor’s exclusive Enhanced Light Transmission (ELT) System, a unique light interference canceling layer which works in combination with a newly reengineered high index hard coat to maximize light transmission through the lens by further reducing glare. It is this combination of the best No-Glare performance, superior scratch resistance and durability and unmatched cleanability which truly distinguishes this product from the competition.

“Crizal Sapphire lenses with Scotchgard Protector eliminate all five enemies of clear vision – glare, scratch, smudge, dust and water – so patients can enjoy clear vision day after day.” said Carl Bracy, vice president of marketing for Essilor of America. “The expanded availability of Crizal Sapphire lenses with Scotchgard Protector is just another example of Essilor’s commitment to delivering the most innovative products to eyecare professionals and their patients,”

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Crizal Sapphire with Scotchgard Protector's expanded availability includes:

Transitions

- Airwear[®] Transitions[®] VI
- Airwear[®] Transitions[®] XtraActive (Gray)
- Thin&Lite[®] 1.60 Transitions[®] VI
- Thin&Lite[®] 1.67 Transitions[®] VI

Designs

- Bifocals (FT28, FT28 AS, FT28 and Essilor 360[™] lenses)
- Mid-Distance
- Non-Essilor designs

For specific design availability, please visit the complete Crizal Sapphire with Scotchgard Protector availability chart at www.crizalusa.com. And check out Crizal updates on any smartphone browser by bookmarking <http://mobile.essilorusa.com>.

About Essilor

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 9,000 people throughout North America. Essilor manufactures optical lenses under the Varilux[®], Crizal[®], Thin&Lite[®], Xperio[®] and 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 eyecare 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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