



FOR IMMEDIATE RELEASE

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**ESSILOR INTRODUCES VARILUX PHYSIO ENHANCED FIT AND
ESSILOR FIT SINGLE VISION LENSES**

Award-Winning Personalized Lenses Offer Superior Visual Performance

DALLAS – (Oct. 7, 2010) – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, announces the launch of Varilux Physio Enhanced Fit™ and Essilor Fit™ Single Vision, the next level of personalized lenses. These lenses offer personalized measurements for pupillary distance, vertex distance, pantoscopic tilt, wrap angle and fitting height for superior visual performance.

“Five out of six patients do not fit the standard or default values for pantoscopic tilt, wrap angle and vertex distance,” said Carl Bracy, senior vice president of marketing for Essilor of America. “With Fit lenses, eyecare professionals [ECPs] can provide personalized vision care for every patient.”

Varilux Physio Enhanced Fit lenses offer all the benefits of Varilux Physio Enhanced lenses in addition to personalization. With personalized measurements, these lenses are optimized to assure optimal vision for each prescription and position of wear. Each patient’s prescription is adapted to provide wider fields of vision for myopes and softer power changes for hyperopes.

Varilux Physio Enhanced Fit lenses are designed with W.A.V.E. Technology 2™ to provide the sharpest vision at all distances and in all light conditions – especially low light – as well as superior aberration control and a personalized near vision zone. This results in improved ease of transitions between vision zones and more natural vision.

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Essilor Fit™ Single Vision lenses optimize each prescription for each position of wear to assure optimal vision. These lenses are designed with W.A.V.E Technology: Wavefront Advanced Vision Enhancement™ providing clearer, sharper and brighter vision as well as enhanced colors and details to all patients.

Essilor's design concept for personalization has been recognized for its innovation and creativity with the Silmo Gold Award and the Janus Prize for Health.

Varilux Physio Enhanced Fit and Essilor Single Vision Fit lenses are now available to ECPs and their patients. ECPs can measure for these products by using the Visiooffice System or a manual measuring device, available through Varilux sales representatives. For more information on these lenses, please visit www.variluxusa.com. And check out Fit lenses 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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