



News & Information

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VARILUX PHYSIO REACHES ONE MILLION MILESTONE
Patient and ECP excitement drives growth of Varilux Physio

DALLAS – (October 16, 2006) – Essilor of America, Inc. announces that sales of Varilux[®] Physio[™] have surpassed the one million mark, with one million pairs sold worldwide. As the momentum of lens sales continues to steadily increase, Varilux Physio is now available on all continents and is boosting sales in 60 countries.

“This one million sales milestone is very exciting for Varilux Physio,” said Carl Bracy, vice president of marketing. “We are delighted by the market’s excitement and the need for W.A.V.E. Technology[™] which offers patients unsurpassed sharpness in all fields of vision. Essilor will continue to provide eye care professionals with the most technologically advanced lenses like Varilux Physio and Varilux Physio 360[°]™.”

In January of 2006, Essilor launched Varilux Physio 360[°] and Varilux Physio as the first lenses to deliver the corrective power of W.A.V.E. Technology[™]: Wavefront Advanced Vision Enhancement to presbyopes seeking the sharpest, most natural vision. Worldwide studies with more than 2,000 patients conducted by Essilor showed that wearers preferred Varilux Physio no matter what the ametropia, age of presbyopes or previous type of lens.

Sales of one million Varilux Physio lenses have been accompanied by outstanding feedback from ECPs and patients alike, saying:

- “Our most difficult to fit patient said, ‘Now this is what I’ve been looking for in a progressive lens,’” said Don Ames, of Poulsbo Eyecare Center in Poulsbo, WA.

- Yoanna Valentin, of Ophthalmic Consultants of Boston in Boston, MA, said, “My experience with Varilux Physio has been great. 100% of my patients have adjusted beautifully.”
- Thomas C. Foote of Reed Eye Associates in Pittsford, NY, said, “Viewing the world through my new Varilux lenses has greatly enhanced the clarity of my vision and increased the range of my peripheral vision.”

Through W.A.V.E. Technology™: Wavefront Advanced Vision Enhancement, Essilor has adapted the wavefront technology used in laser surgery to correct vision by detecting and even eliminating surface distortions found in other progressive lenses. For the first time, Varilux engineers can analyze the entire beam of light entering the pupil – not just a single ray – and identify distortion and compensate for it, which controls the quality of the wavefront passing through the lens to achieve optimal acuity. W.A.V.E. Technology uses patented, proprietary software in both lens designs to scan the entire surface of the lens, calculating the targeted optical function for each gaze direction.

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 over 6,100 people in more than 100 facilities throughout the 50 states. 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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