



**News & Information**

**FOR IMMEDIATE RELEASE**

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**CRIZAL AWARDS ECPS THROUGH *IMAGINE ITALY!* PROMOTION**  
*Imagine Italy! offers vacations in Rome or Las Vegas*

**DALLAS** – (December 6, 2006) – Essilor of America, Inc. is pleased to recognize more than 500 eye care professionals (ECPs) who earned an award trip through the *Imagine Italy!* promotion. These ECPs were rewarded based on their success with Crizal<sup>®</sup>, Varilux<sup>®</sup> and Transitions<sup>®</sup> Lenses. ECPs recognized as grand prize winners received a trip for two to Rome with deluxe accommodations for five days and four nights. Additional award winners received a three-day trip for two to Caesar’s Palace in Las Vegas.

“Essilor is privileged to provide our ECPs with these trips to Rome and Las Vegas. They have worked extremely hard growing their practices and providing their patients with the best products available,” said Carl Bracy, vice president of marketing for Essilor of America. “*Imagine Italy!* enables us to express our gratitude and admiration to our ECPs and labs.”

Essilor also recognized more than 40 laboratories for their efforts in selling Varilux and Crizal. These labs also earned award trips through the promotion.

Both trips to Rome and Las Vegas included airfare, hotel and meals. Winners of the trip to Rome experienced Italy through various tours and sightseeing excursions. They had the opportunity to visit Florence and take Italian cooking classes, visit the Vatican, the Spanish Steps, Trevi Fountain and much more. The Las Vegas trip recipients enjoyed deluxe accommodations at Caesar’s Palace and were invited to attend an Essilor sponsored dinner event, with plenty of time at leisure to enjoy the city.

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Crizal products are industry-leading, anti-reflective (AR) lenses from Essilor that reduce glare and protect against scratches, smudges, dust and dirt. Three products make up the Crizal family: Crizal, Crizal Alizé<sup>®</sup> and the newest addition, Crizal Alizé with Clear Guard<sup>™</sup>. Crizal Alizé with Clear Guard has unparalleled durability, superior cleanability and smudge resistance that provides wearers the clearest vision possible. With an unmatched hydrophobic coating, Crizal Alizé with Clear Guard allows water and oil to simply roll off, minimizing the need for cleaning. Additionally, Crizal Alizé with Clear Guard incorporates the same technology used in plasma televisions to add an integrated anti-particulate layer into the AR process. The result is that Crizal Alizé with Clear Guard is not only the most durable and easy to clean AR lens, it also stays cleaner longer than any other AR lens available. With less frequent cleaning, the lenses are much less likely to scratch and with the proprietary Pad Control System<sup>™</sup>, Crizal lenses are also the easiest premium AR to edge.

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<sup>®</sup>, Crizal<sup>®</sup>, Thin&Lite<sup>®</sup>, DEFINITY<sup>™</sup> 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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