



News & Information

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CRIZAL FEATURED ON “TODAY’S HEALTH” TELEVISION SERIES
75 percent of all U.S. households to be reached by educational message

DALLAS – (December 7, 2006) – Essilor of America, Inc. announced today that Crizal® is being featured in a three-minute health exposé, entitled *A Glaring Problem*. The “Today’s Health” television series is hosted by tennis pro, Chris Evert. The program began running in August and will continue throughout the fall, reaching approximately 75 percent of all U.S. households.

“Essilor is focused on providing Americans not only with the best possible vision, but also educating them on the options they have in their eyeglass lenses,” said Carl Bracy, vice president of marketing. “With the ‘Today’s Health’ opportunity, we will be educating eyeglass wearers about the issue of lens glare in 12.3 million households throughout the U.S. We are taking the time to explain the benefits of Crizal lenses and the difference it can make to eyeglass wearing comfort.”

This Emmy award-winning exposé educates patients on possible problems such as eye fatigue, eye strain and halos around lights at night that can be caused from not having AR coatings, such as Crizal, on lenses. Real world examples, such as glare from driving at night and sitting in front of a computer all day are typical examples that eyeglass wearers face. It also features comparisons and testimonials from patients who suffer from these common symptoms.

“Today’s Health” will air nationally on ABC, CBS, NBC, FOX and other local channels. Additionally, it will be broadcast by satellite on Dish Network, on Turner Media Groups “Healthy Living Channel.” It will also be individually promoted 32 times across eight Turner Media Group channels on the Dish Network, including The Men’s Channel, The Beauty & Fashion Channel and iShop TV. The 30 second Crizal television commercial will also be shown

during each airing of the segment. A clip of the new exposé is also currently featured on www.Crizal.com in the Crizal Theater under advertising.

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[®] and the newest addition, Crizal Alizé with Clear Guard[™]. 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. In addition, 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, but the one that 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[™], 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[®], 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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