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Jobson Medical Information LLC Strengthens Partnership with Essilor of America and Transitions Optical Through *Wink* Interactive

NEW YORK, NY, December 12, 2006 — Jobson Medical Information LLC, has secured sponsorship from Essilor of America, Inc. and Transitions Optical, Inc. to fund educational and advertising content for use through the *WinkPad*[™] interactive patient education tool. This in-office patient educational tool will provide consumers needed information related to their specific needs. The sponsorships with Essilor of America, Inc. and Transitions Optical, Inc. were established to create an effective marketing channel for consumers to receive educational and product messages individually targeted to them at the point of treatment and sale.

The introduction of the *WinkPad* presents a new and unique way to educate patients on eye health and vision correction options while they are in the waiting room. Designed with the patient in mind, *WinkPad*'s interactive nature encourages consumers to learn more about the options available to them during their waiting time, while motivating them to purchase premium products that are beneficial to their vision. For the eye care professional, *WinkPad* offers an interactive and consumer friendly solution that drives sales at the practice level, while enabling the collection of high-value usage and feedback data.

By partnering with Jobson and *Wink* Interactive, Essilor and Transitions Optical are demonstrating a strong commitment to fulfilling the need for effective patient education in the optical community. As

WinkPad sponsors, Essilor and Transitions Optical have the unique opportunity to reach a specific patient demographic which will be ideally suited for their products and services. Advertising messages will be designed to build customer awareness and promote product knowledge and education, while influencing patient satisfaction, customer loyalty and sell-through.

“*WinkPad* is an excellent way for us to reach consumers in a direct, yet educational manner. We are excited about this opportunity to help ECPs build customer knowledge and satisfaction while helping the ECP to maximize premium product sales,” says Carl Bracy, Vice President of Marketing for Essilor of America.

Grady Lenski, Director of Strategic Marketing and Commercial Operations for Transitions Optical says, “*WinkPad* not only educates patients on eye health and vision correction options, but it gives them useful information on some of the most technologically advanced products that may be beneficial to their sight.”

“*WinkPad* delivers comprehensive and doctor-reviewed information on eye health and vision correction options to patients while they are in the waiting room. Its content is modified to mirror the products and services the individual practice offers,” comments Marc Ferrara of Jobson.

Jobson Medical Information LLC, is currently soliciting additional product category sponsors for *WinkPad* content, as well as identifying practices that are eligible to receive *WinkPads* pre-loaded with content that can be customized to fit the specific needs of their patients.

About Essilor of America

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 8,500 people throughout North America. 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).

About Transitions Optical

Transitions Optical, Inc. is a leading manufacturer of photochromic lenses that are available in a wide selection of lens designs, materials, and products. Transitions is located in Pinellas Park, FL.

