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**ESSILOR LAUNCHES NATIONAL AD CAMPAIGNS FOR CRIZAL AND XPERIO UV**

*Consumer Campaigns Build Recognition; Educate on Long-Term Eye Health*

**DALLAS – March 15, 2013** – Essilor of America, the nation’s leading manufacturer of optical lenses, today announces the launch of two national consumer advertising campaigns featuring Crizal® No-Glare lenses and Xperio UV™ superior polarized sun lenses. Designed to inform patients about the benefits of these products and drive them to independent eyecare professionals (ECPs), the multi-media campaigns include television, radio, print and digital media.

The Crizal 2013 campaign is expected to reach more than 214 million consumers and will feature new advertisements later in the year, emphasizing the difference Crizal no-glare lenses can make on vision. The commercials will educate patients on the importance of UV protection for eyes as well as showcase the Eye-Sun Protection Factor (E-SPF®), a system that evaluates the level of eye protection against UV rays. E-SPF values vary from two to a maximum of 25 for clear lenses and 50+ for sunwear.

The Xperio UV campaign features commercials highlighting scenes on the road, on the ski slopes and in the glare of a tropical sun. The situations show viewers how Xperio UV eliminates blinding reflective glare and offers an E-SPF of 50+, the highest level of UV protection that provides at least 50 times more protection from dangerous UV radiation compared to wearing no lenses at all. Consumers can find messages about Xperio UV lenses now through July 2013 on television, radio and the Xperio UV YouTube channel.

“Throughout 2013 we will be working to educate consumers on the critical importance of healthy vision—especially when it comes to UV protection,” said Theresa Agnew, senior vice

president of marketing, Essilor of America. “We hope their interest will drive patient traffic to ECPs who, in turn, can confidently recommend both the Xperio UV and Crizal products.”

To further support the independent ECP, Essilor will send professional merchandisers to more than 4,000 practices across the United States to help incorporate Xperio UV point-of-purchase and educational materials throughout the practice. These items have key visuals from the TV commercial, as well as consumer-friendly pieces supporting in-office conversations with patients. Merchandising materials reflecting the new Crizal UV no-glare advertisement will be available for ECPs later this year.

For more information about Crizal and Xperio UV lenses, please contact your Essilor Sales Consultant or visit [crizalusa.com](http://crizalusa.com) or [xperioUVusa.com](http://xperioUVusa.com). You can also find more information on the [Crizal USA](#) and [Xperio UV](#) Facebook pages.

#### **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®, XPERIO®, DEFINITY®, THIN&LITE® and other Essilor brand names. Essilor Laboratories of America, Inc. 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, a publicly held company traded on the Euronext Paris stock exchange (Reuters: [ESSI.PA](#)).

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