



Seeing the world better

FOR IMMEDIATE RELEASE

CONTACT: Kristan Willingham
Essilor of America
214.496.4463
kristan.willingham@essilorusa.com

**ESSILOR ANNOUNCES NEW PARTNERSHIPS & INITIATIVES FOR DEFINITY
PROGRESSIVE LENSES**

Initiatives Include Enhanced DEFINITY Community, Promotions and Availability in Thin&Lite 1.74

DALLAS – March 15, 2013 – Essilor of America, the nation’s leading manufacturer of optical lenses, is bringing to market several new initiatives to promote DEFINITY® progressive lenses. Starting in spring 2013, Essilor will introduce an enhanced DEFINITY Communitysm website. In addition to overall site enhancements, enrolled eyecare professionals (ECPs) will have access to a free *Power Profitability Analysis* from The Power Practice®.

In an effort to keep its ECPs at the forefront of dispensing technology, Essilor has also announced an innovative partnership between DEFINITY and the new m’eyeFit™ digital measuring device. To further incentivize ECPs, Essilor is debuting the DEFINITY 3 Sticker Stash Promotion, which gives ECPs the opportunity to win exciting rewards when they order DEFINITY 3 or DEFINITY 3 PLUS lenses.

Essilor’s affiliation between DEFINITY lenses and the m’eyeFit™ system is the perfect combination of form and function – offering a high-tech method to provide the most accurate fit for DEFINITY progressive lenses while providing flexibility in the dispensing process. The m’eyeFit™ system is an advanced electronic table-top dispensing device that precisely measures pupillary distance, fitting height, A & B, pantoscopic tilt, wrap, and vertex measurements. The m’eyeFit comes preloaded with additional tools to make dispensing easier, including frame selection, patient education, patient information management, online ordering and PMS connection.

Essilor Announces Partnerships For DEFINITY Progressive Lenses / Page 2 of 2

From February 18 - May 31, ECPs will receive a sticker for every order of DEFINITY 3 or DEFINITY 3 PLUS lenses to count towards the DEFINITY 3 Sticker Stash promotion. As participants accumulate five or more stickers they can redeem them for exciting rewards like gift cards, state-of-the-art binoculars, bluetooth wireless speakers and duffle bags. ECPs interested in participating in the DEFINITY 3 Sticker Stash Promotion can download the official game card by visiting www.definitycommunity-d3.com/d3stickerstash.

In addition, DEFINITY Community, an exclusive online portal for DEFINITY ECPs, has revamped its website and enhanced its member experience even further through a partnership with The Power Practice, an on-site practice building consultation service. Through a free, one-on-one *Power Profitability Analysis* with Dr. Gary Gerber, ECPs will learn ways to improve profitability in their businesses. The new and improved www.definitycommunity.com, gives ECPs access to more content and member-only rewards, easier navigation and the opportunity to have some fun by creating their very own “DEFINITAR” like the ones featured in the new DEFINITY ads.

“We consistently hear from ECPs about the importance of community, and we wanted to offer them a resource where they could engage with peers and industry experts to further enhance their business,” said Theresa Agnew, senior vice president of marketing, Essilor of America.

“Through these new initiatives, we’re confident ECPs will be able to educate consumers on the importance of progressive lenses, like DEFINITY 3 and DEFINITY 3 PLUS.”

DEFINITY 3 and DEFINITY 3 PLUS will be available in the Thin&Lite[®] 1.74 lens material on March 19, 2013. With the addition of Thin&Lite 1.74, DEFINITY 3 and DEFINITY 3 PLUS lenses are now available in a wide spectrum of indexes and materials, including: standard plastic 1.50, TREXA[™] Trivex[®]-based material, Airwear[®] Polycarbonate, Thin&Lite 1.67 and Thin&Lite 1.74.

Essilor Announces Partnerships For DEFINITY Progressive Lenses / Page 2 of 2

For additional information about DEFINITY progressive lenses, DEFINITY Community or the m'eyeFit digital measuring system, please contact your Essilor or DEFINITY progressive lens sales representative or visit www.DEFINITYCommunity.com.

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](#)).

###

VARILUX, CRIZAL, XPERIO, XPERIO UV, E-SPF, AIRWEAR, TREXA and DEFINITY are registered trademarks of Essilor International. THIN & LITE is a registered trademark of Essilor of America, Inc. TRIVEX is a registered trademark of PPG Industries Ohio, Inc. DEFINITY Community is a service mark of Essilor International.

13555 North Stemmons Freeway
Dallas, Texas 75234
1-800-Essilor