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ESSILOR INTRODUCES DEFINITY 3 AND DEFINITY 3 PLUS

*New Progressive Lenses Offer More Customization and Improved Viewing
in Four Visual Zones*

DALLAS – August 28, 2012 – Essilor of America, the nation's leading manufacturer of optical lenses, today announced the launch of DEFINITY[®] 3 and DEFINITY 3 Plus as the latest additions to their family of progressive lenses with DualOptix digital surfacing technology.

DEFINITY was the first progressive lens to use DualOptix and DUAL ADD technology, splitting the addition between the front and back of the lens. Now with DEFINITY 3 a dynamic split is utilized, allowing for the ADD power to no longer be fixed. This creates more opportunities for customization as the split is optimized to the patient's prescription and choice of frame. Adding to that, DEFINITY 3 Plus, which features all the same benefits of DEFINITY 3, will also utilize three additional measurements – panto, wrap and vertex – to further optimize the lens to the patient's facial anatomy.

“We're excited to introduce these advanced progressive lenses to the DEFINITY line,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “DEFINITY 3 and DEFINITY 3 Plus not only offer limitless personalization opportunities for patients, but also outperform other progressives in the marketplace in all visual zones.”

The technologically advanced design of DEFINITY 3 has led to 35 percent less unwanted astigmatism than competitor lenses. With most progressive lenses, patients can expect an increase in unwanted astigmatism as ADD power increases – but DEFINITY 3 outperforms the

rest with nearly a full diopter less unwanted astigmatism than competitors at higher ADD powers.

Additionally, DEFINITY 3 outperforms its predecessor, the current DEFINITY design, in all visual zones. DEFINITY 3 offers the following:

- 10 percent softer design in the distance zone
- 12 percent wider field of vision in the intermediate zone
- 20 percent wider field of vision in the near zone
- 77 percent of wearers tested reported less swim
- 72 percent of wearers tested prefer DEFINITY 3 for comfort in the intermediate zone
- Equal experience in the fourth visual zone, Ground View Advantage

DEFINITY 3 also allows for an easier ordering process for eyecare professionals (ECPs). The ordering system will intuitively select between the short and regular version based on the measurements entered. The ECP no longer has to remember the required fitting heights or manually make this selection.

To further enrich the DEFINITY experience, Essilor also recently launched the new DEFINITY Communitysm, an exclusive membership program for ECPs that offers access to member-only rewards, promotions and exclusive DEFINITY product announcements. ECPs who would like to join the DEFINITY Community and have not received an invitation should contact their Essilor sales representative to learn how to become eligible throughout the year.

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 (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 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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