



Seeing the world better

FOR IMMEDIATE RELEASE

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

**ESSILOR FEATURES XPERIO UV LENSES AT THE INTERNATIONAL CANNES
FILM FESTIVAL LUXURY GIFT LOUNGE**

DALLAS – March 17, 2013 – Essilor of America, the nation’s leading manufacturer of optical lenses, is helping celebrities look their best while protecting their eyes from the sun this summer with Xperio UV™ lenses, the only outdoor lens solution that eliminates 100 percent of blinding glare while providing the maximum UV protection on both the front and backside of the lens. The company will gift luxury sunwear to top celebrities, VIPs and entertainment media during GBK Production’s Luxury Gift Lounge May 17-20 at Villa Madrid. The event will coincide with the 66th Annual Cannes International Film Festival.

An exclusive list of guests will receive Xperio UV superior polarized sunwear in luxury frames and will pose for photographs.

Xperio UV lenses provide maximum UV protection and offer an Eye-Sun Protection Factor (E-SPF®) of 50+, which means that Xperio UV lenses provide at least 50 times more protection from dangerous UV radiation than wearing no lenses at all.

GBK Productions, a leading luxury lifestyle gift lounge and special events company, consistently provides an unmatched environment for sharing the latest trends while making charitable donations a focal point of each event.

“We are looking forward to introducing Xperio UV lenses as the exclusive eyewear partner at the world’s most prestigious international film festival,” said Theresa Agnew, senior vice president of marketing, Essilor of America. “Essilor is thrilled to have the opportunity to provide celebrities, VIPs and media from around the world the chance to experience the best in polarized lenses.”

To learn more about Xperio UV lenses, contact your Xperio UV sales consultant or visit XperioUV.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, 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. E-SPF is a trademark of Essilor International.