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**CONTACT:** Kristan Zeilan  
Essilor of America  
(214) 496-4463  
kzeilan@essilorusa.com

**ESSILOR IDD ADVANTAGE PLAN NAMES 2009 AWARD WINNERS**  
*Annual Laboratory Awards Recognize Top Distributors*

**DALLAS – (Jan. 8, 2010)** – Essilor of America, the nation’s leading manufacturer of optical lenses, announced the winners of its Independent Distribution Division (IDD) Advantage Plan<sup>sm</sup> Annual Laboratory Awards. The awards recognize independent distributors who have achieved top sales and marketing performance in specific Essilor product categories. Essilor provided each winning lab with a comprehensive rewards package including award travel and complimentary media ad placements.

Essilor determined the award winners based on a combination of several key sales-related factors, including sales dollar and unit growth, marketing programs and events executed throughout the year, Advantage Plan programs and promotion results and partnership with the Essilor Brand sales team.

Essilor's IDD Advantage Plan is a comprehensive distributor program, providing independent laboratories exclusive services and support in five key areas: marketing, education, sales, technical services and technology transfer and funding. With industry-leading tools and support, the IDD Advantage Plan program helps laboratories excel.

“Through Advantage Plan, we strive to provide our independent laboratory partners the very best sales and marketing tools and support to help them win more customers and increase their profits,” said Bob Colucci, IDD president. “Essilor looks forward to continuing to partner with these outstanding labs to help them achieve long-term success.”

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The 2009 awards ceremony held at Essilor's National Sales Meeting on Jan. 6 recognized outstanding achievements in the following categories:

### ***IDD Lab of the Year***

RD Cherry – Melvindale, Mich.

### ***IDD Managed Care Lab of the Year***

VSP –Sacramento, Calif.

### ***Varilux® Award of Excellence***

Superior Optical Lab – Ocean Springs, Miss.

### ***Crizal® Award of Excellence***

RD Cherry – Melvindale, Mich.

### ***Essilor Transitions® Award of Excellence***

NEA Optical – Jonesboro, Ark.

### ***Premium Materials Award of Excellence***

Sunland – El Paso, Texas

### ***Advantage Plan Sales Consultants of the Year***

Shawn Johnston – Superior Optical Lab

Heather Pouncey – VSP

### **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®, Thin&Lite®, Xperio™ and 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 eyecare 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).

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