



Seeing the world better

FOR IMMEDIATE RELEASE

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**EXTENDED MATERIAL OPTIONS NOW AVAILABLE FOR ESSILOR DIGITAL
SINGLE VISION LENSES**

High-Definition World Demands Similar High-Definition Vision Options for Consumers

DALLAS – March 28, 2014 – Essilor of America is proud to offer extended material options available for Essilor 360[°]™, Essilor FIT™, Essilor Azio™, and Essilor Eyecode™ Digital Single Vision lenses. In addition to previously offered material options, Essilor Digital Single Vision lenses are now available in TREXA™ Clear and Transitions® Signature™ VII, Airwear® Polycarbonate Transitions Vantage™ and Airwear Polycarbonate Transitions XTRActive®. With these additional material and light adaptive offerings, eyecare professionals can now satisfy a wider array of patients' needs with Essilor 360° single vision digital lenses.

The Essilor 360[°] lens design gives patients superior vision – including more vivid colors and crisper details – providing wearers with better vision for any activity, now in a wider variety of materials. Essilor 360[°] lenses are the only single vision lenses designed with Wavefront Advanced Vision Enhancement Technology™, to virtually eliminate lens aberrations for sharper and clearer vision. With W.A.V.E. Technology, contrast sensitivity is increased by 30% over standard single vision lenses, resulting in clearer vision, better perception of colors and details, and superior sharpness in low light.

“Today’s consumers demand the clearest, highest quality image in every aspect of their lives, from their HD TVs to their smartphone screens,” said Carl Bracy, executive vice president of marketing and new business, Essilor of America. “Consumers should demand the same level of clarity from their eyeglasses, and we’re proud to help bring consumer sight into this high-def world.”

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Essilor conducted a double-blind clinical study to compare Essilor 360° lenses to standard single vision lenses, and results showed significant overall improvement in vision. In addition, wearers with strong prescriptions reported particular improvement when peripheral vision was used.

For more information on Essilor 360° lenses, including Essilor 360°, Essilor FIT, Essilor Azio, and Essilor Eyecode, please visit Essilor360.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 10,000 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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