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ESSILOR BREAKS NEW GROUND WITH OPTIFOG LENSES

Innovation Offers the First-Ever Long-Term Solution for Fog-Free Vision

DALLAS – Jan. 5, 2012 – Essilor of America, the nation’s leading manufacturer of optical lenses, continues its long-standing history of innovative, new products with Optifog™ lenses. Introduced in October, this groundbreaking generation of lenses includes an exclusive anti-fog property to offer wearers superior fog-free vision. For the first time, eyecare professionals (ECPs) have a solution to help their patients resolve this common problem and see their best in a variety of situations and conditions.

“Essilor is proud to continue its rich history of innovation with Optifog, a breakthrough anti-fog technology, creating the first new lens category since our introduction of Crizal® lenses more than 20 years ago,” said John Carrier, president and CEO, Essilor of America. “Fog has been a long-time frustration and a danger for eyeglass wearers, so much excitement has been building here in the U.S. and around the world as ECPs and consumers now have an answer to a previously unmet need with these groundbreaking lenses.”

Foggy lenses cause unexpected temporary blindness for the wearer and are bothersome in numerous everyday situations including moving from a cold to hot environment, participating in outdoor activities and in working environments where precision and safety are a priority. Fog can be also be problematic during common indoor activities such as drinking hot beverages, eating hot food, boiling a pot of water and opening the dishwasher. In fact, a recent survey commissioned by Essilor of America, found that nearly three in four eyeglass wearers (73 percent) would be interested in learning about anti-fog lenses from their ECP.

Wearers activate the anti-fog property on the lenses by simply applying a drop of the Optifog Activator to each side of the lenses once a week to enjoy fog-free vision. The lenses' anti-fog coating durably retains the Optifog Activator, preventing fog from appearing for up to one week.

Lenses with Optifog are suitable for individuals with all types of prescriptions and visual correction needs. Crizal[®] lenses and TD2[®] lenses are available with Optifog to provide superior scratch, glare and dust protection.

For more information about lenses with Optifog, please contact your Essilor sales consultant or visit Optifogusa.com and [Optifog USA](#) on Facebook.

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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About the research

KRC Research conducted 1,000 online interviews with American adults who wear prescription eyeglasses. To qualify for the survey, respondents, aged 18 and older, needed to “almost always wear glasses” and experience fogging to some degree. Data was collected Oct. 7-10, 2011.