



**FOR IMMEDIATE RELEASE**

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**ESSILOR DEBUTS ENHANCED ESSILORUSA.COM**

*Improved Site Offers New Features, Content and User-Friendly Information  
for Consumers and Eyecare Professionals*

**DALLAS – Sept. 22, 2011** – Essilor of America, the nation’s leading manufacturer of optical lenses, today debuts the new design of its corporate website, [EssilorUSA.com](http://EssilorUSA.com). The enhanced site, part of a global rollout of streamlined Essilor websites, offers new features, content and more user-friendly navigation.

Consumers and eyecare professionals (ECPs) will find a wealth of information, including new eye health modules and a dedicated section for ECP support. EssilorUSA.com also features more robust knowledge for consumers, including an explanation of how the eye works, a glossary of common eye health terms and a breakdown of lenses by designs, materials and treatments.

“EssilorUSA.com, along with other Essilor websites around the world, has been completely redesigned with a consistent look and feel in order to best serve patients and the vision industry,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “The site now offers a richer experience, and we hope to continue to provide a trusted means of information.”

ECPs can take advantage of the many resources offered in the new ECP Support section, including links to product information, tools and services, finding a sales consultant and finding a local distributor. Other sections include: About Us, About Vision, Essilor Lenses, News Room, Employment and Contact Us.

For more information, please visit [essilorusa.com](http://essilorusa.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<sup>®</sup>, Crizal<sup>®</sup>, Xperio<sup>®</sup>, DEFINITY<sup>®</sup>, Thin&Lite<sup>®</sup> 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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