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ESSILOR FEATURES CRIZAL LENSES IN GOLDEN GLOBES

LUXURY GIFT LOUNGE

Celebrities, VIPs and Media to Receive Crizal UV Eyewear

DALLAS – Jan. 8, 2013 – Essilor of America, the nation’s leading manufacturer of optical lenses, is helping celebrities look their best while protecting their eyes from the California sun this award season with Crizal UV™ lenses. The company will gift luxury sunwear to top celebrities, VIPs and entertainment media through its participation in GBK Production’s Luxury Gift Lounge Jan. 11-12 at the L’Hermitage Hotel in Beverly Hills, Calif. The annual event will be held in honor of the 70th Annual Golden Globes nominees and presenters.

An exclusive list of guests will receive eyewear with Crizal UV lenses in luxury frames and will pose for photographs in Crizal UV lens eyewear.

The new Crizal No-Glare lenses provide the most complete daily UV protection featuring an exclusive anti-reflective coating on the backside of the lens, Broad Spectrum Technology, which virtually eliminates UV light reflection into the eyes, while maintaining maximum visible light transmission for crisper, clearer vision. This technology extends superior No-Glare efficiency from visible to UV light.

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.

“Essilor is excited to have the opportunity to highlight Crizal lenses to the entertainment world as the exclusive eyewear partner for the second consecutive year in GBK’s Golden Globes Gift Lounge,” said Theresa Agnew, senior vice president of marketing, Essilor of America. “We are looking forward to providing celebrities, VIPs and media with a unique opportunity to experience the best in No-Glare lenses in an exciting and engaging environment.”

To learn more about Crizal UV lenses, contact your Crizal sales consultant or visit crizalusa.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 (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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