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**ESSILOR IDD ADVANTAGE PLAN NAMES 2011 AWARD WINNERS**

*Annual Laboratory Awards Recognize Top Distributors*

**DALLAS – Jan. 5, 2012** – Essilor of America, the nation’s leading manufacturer of optical lenses, today 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 determined the award winners based on a combination of several key sales-related factors including sales dollar and unit growth, Advantage Plan marketing programs executed throughout the year, and partnership with the Essilor brand sales team.

Essilor’s IDD group is dedicated to growing the market by offering technologically advanced products and services through its independent distributor partners. In addition, IDD is committed to providing industry-leading programs, initiatives and services that increase customer sales revenue and margins. IDD’s goal is to partner with independent laboratories, leveraging their unique and individual strengths to grow Essilor’s premium brands such as Varilux<sup>®</sup>, Crizal<sup>®</sup>, Xperio<sup>®</sup> and DEFINITY<sup>®</sup> to grow the premium lens categories.

“Essilor IDD is dedicated to providing our independent laboratory partners with the very best sales and marketing tools and support to help them win customers and increase their profits,” said Bob Colucci, president, IDD, Essilor of America. “We look forward to another successful year of partnerships with these outstanding labs as they continue to grow their business.”

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The awards ceremony, held at Essilor's National Sales Meeting on Jan. 5, 2012, recognized outstanding achievements in the following categories:

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

Walman Optical – Minneapolis, Minn.

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

VSP Labs – Sacramento, Calif.

### **Varilux Award of Excellence**

Toledo Optical – Toledo, Ohio

### **Crizal Award of Excellence**

LensTech Optical – Greenwood, Ind.

### **Xperio<sup>®</sup> Award of Excellence**

Three Rivers Optical – Pittsburg, Penn.

### **Essilor Transitions<sup>®</sup> Award of Excellence**

Sunburst Optics – Syracuse, N.Y.

### **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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Varilux, Crizal, Xperio and DEFINITY are registered trademarks of Essilor International. Thin&Lite is a registered trademark and Advantage Plan is a service mark of Essilor of America, Inc.

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