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ESSILOR INTRODUCES XPERIO SUNWEAR CONVERSATION TRAINING SERIES

Participating ECPs Can Win Xperio with Crizal SunShield Lenses Vouchers and More

DALLAS – Jan. 5, 2012 – Essilor of America, the nation's leading manufacturer of optical lenses, today announced the all-new Xperio[®] Sunwear Conversation training series for eyecare providers (ECPs). The program, which includes a series of webinars, will provide ECPs with continued training on how to talk with patients about the need for sunwear. Xperio lenses are known among ECPs and their patients to deliver superior UV protection, optics and the industry's most durable polarized lens, allowing wearers to experience the best vision under the sun.

Webinars will be offered to ECPs on Tuesday, Feb. 21 and Wednesday, Feb. 22. Content will include how to demonstrate the benefits of Xperio in an impactful way as well as how Crizal SunShield[™] can take Xperio to the next level of comfort and protection for patients. Insights on how to medically prescribe Xperio to patients with medical conditions that can impact pupillary function will also be an integral part of the 2012 program.

During each live webinar, participants will have an opportunity to win a computer tablet and Xperio with Crizal SunShield complimentary vouchers by correctly answering questions related to the webinar content. In addition, ECPs who take both trainings offered during the first half of the year will be entered to win a “Best Vision Under the Sun” grand prize to be awarded in June.

“Our research continues to demonstrate that Xperio-trained offices are growing their Xperio polarized sales 50 percent faster than their untrained peers, year over year.” said Carl Bracy, senior vice president of marketing, Essilor of America. “We believe that ongoing training is the

key to sustained growth in this segment, and Essilor will continue to educate ECPs on the industry-leading design, materials and coatings offered by Xperio, and the opportunity to grow sales with this superior product.”

To learn more and register for the 2012 Xperio Sunwear Conversation training series, ECPs can visit xperiousa.com/training.

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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