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**ESSILOR LAUNCHES FACEBOOK GAME AND SWEEPSTAKES
“COMBAT THE ENEMIES OF CLEAR VISION WITH CAPTAIN CRIZAL”**

*Promotion Offers Consumers Chance to Win and Help Support
Foundation for Eye Health Awareness*

DALLAS – Oct. 3, 2011 – Essilor of America, the nation’s leading manufacturer of optical lenses, today launches an exciting promotion to invite consumers to defeat the five enemies of clear vision – glare, scratches, smudges, dust and water – with the “Combat the Enemies of Clear Vision with Captain Crizal[®]” Facebook game and sweepstakes. The game provides an engaging and interactive platform that will both educate consumers about how Crizal No-Glare lenses offer the clearest vision possible, and also direct them to enter the sweepstakes.

To play "Combat the Enemies of Clear Vision with Captain Crizal," consumers must help defend Captain Crizal by collecting Crizal Power Lenses while dodging certain obstacles. Once the player collects 10 Crizal Power Lenses, he can combat the five enemies of clear vision, which will appear throughout the game to obscure the player’s game screen.

The sweepstakes will offer one lucky grand prize winner a MOTOROLA XOOM™ with Wi-Fi, a \$1,000 general use gift card and their own pair of Crizal Avancé™ with Scotchgard™ Protector lenses. The second place winner will receive a \$1,000 gift card and a pair of Crizal lenses, and the third place winner will receive a \$500 gift card and a pair of Crizal lenses. Participants may enter the sweepstakes without playing the game.

“We designed the game and sweepstakes to engage consumers and spark their interest in learning more about how Crizal lenses can help them see, look and feel better,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “Through this

Essilor Launches Facebook Game and Sweepstakes “Combat the Enemies of Clear Vision with Captain Crizal” / Page 2 of 2

promotion, Essilor is also honored to support the Foundation for Eye Health Awareness and its efforts to educate Americans on the importance of taking care of their eyes.”

Essilor will donate \$5 to the Foundation for Eye Health Awareness for each new [CrizalUSA Facebook page](#) “like” and another \$5 when consumers play the game, up to a maximum of \$20,000. The Foundation for Eye Health Awareness is focused on educating consumers about the importance of eye health and strives to help the public understand the importance of taking care of their eyes through its campaign *Think About Your Eyes*.

The sweepstakes and donation drive begin on Oct. 3 at 8:00 a.m. Central Time (CT) and end on Oct. 31 at 8:00 p.m. CT. Consumers can play the game and enter the sweepstakes by visiting the [CrizalUSA Facebook page](#) and clicking on the Contest tab.

For more information about the "Combat the Enemies of Clear Vision with Captain Crizal" game and sweepstakes, including the official rules, please visit [Facebook.com/CrizalUSA](https://www.facebook.com/CrizalUSA).

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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