



Seeing the world better

**FOR IMMEDIATE RELEASE**

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## **ESSILOR LAUNCHES ONLINE NEWSROOM**

*News Hub to Serve as Platform for Eye Health Information, Industry Innovation*

**DALLAS – March 15, 2013** – Essilor of America, the nation’s leading manufacturer of optical lenses, today announces the launch of a new online newsroom that provides news and information about eye health and the eyecare industry.

“More than ever before, consumers are turning to the web for health information and product news; it’s imperative that we give them—and ECPs and media—access to accurate information about relevant eye health news, industry innovations and Essilor brands,” said Theresa Agnew, senior vice president of marketing, Essilor of America. “Our new platform will essentially serve as a revolving door for information, showcasing third party news and articles about eye health as well as our own sharable content via videos, blog posts, images and more.”

The newsroom is a first of its kind in the industry and features thought leadership and consumer-friendly stories ranging from the latest in eyewear innovation, tips for UV protection and the difference between farsightedness and presbyopia.

The newsroom is also powered by a social platform to drive engagement and sharing. Visitors to the site will be able to share content easily through their own social sites. Visit the newsroom at [news.essilorusa.com](http://news.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, Inc 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](http://www.essilor.com)).

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