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ESSILOR UNVEILS LENSES WITH OPTIFOG TECHNOLOGY

Innovative New Technology Offers Long-Lasting, Fog-Free Vision

DALLAS – Sept. 22, 2011 – Essilor of America, the nation’s leading manufacturer of optical lenses, today unveils Optifog™ technology, a new generation of lens innovation with an exclusive anti-fog property. When paired with the Optifog Activator, lenses with Optifog technology offer the best and most durable protection against foggy vision.

Wearers activate the anti-fog property on lenses with Optifog by simply applying a drop of the Optifog Activator to each side of the lenses once a week to enjoy fog-free vision. The lenses’ anti-fog coating durably retains the Optifog Activator, preventing fog from appearing for up to one week.

Foggy lenses are bothersome for eyeglass wearers in numerous everyday situations, including moving from a cold to hot environment, participating in outdoor activities and in working environments where precision and safety are a priority. Fog can be also be problematic during common indoor activities, such as drinking hot beverages, eating hot food, boiling a pot of water and opening the dishwasher.

“Essilor is proud to offer this innovative anti-fog technology to help eyecare professionals answer an unmet patient need,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “Fog is everywhere, and now with Optifog technology, patients finally have an option for fog-free vision.”

Lenses with Optifog are suitable for individuals with all types of prescriptions and visual correction needs.

Beginning October 25th, Essilor will offer Crizal® lenses with Optifog and TD2® lenses with Optifog. The technologically advanced combination provides the superior scratch, glare and dust protection expected from Crizal lenses with the most durable anti-fog solution on the market. For more information about lenses with Optifog, please contact your Essilor sales consultant or visit Optifog.com and [Optifog USA on Facebook](https://www.facebook.com/OptifogUSA).

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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