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ESSILOR UNVEILS NEW TREXA LENS MATERIAL

New Trivex-Based Material Outperforms Standard Plastic

DALLAS – Sept. 22, 2011 – Essilor of America, the nation’s leading manufacturer of optical lenses, today unveils TREXA™, a new Trivex®-based material from Essilor that outperforms standard plastic to deliver patients enhanced visual benefits. TREXA lenses are lighter, thinner, and stronger than standard plastic lenses. The versatile material is ideal for most lens prescriptions as an everyday performance lens. TREXA lenses are now available with the world’s most trusted brands including Crizal®, Varilux®, DEFINITY®, Xperio® and Transitions® VI lenses.

“Essilor is thrilled to offer many of our most advanced lens designs and technologies in the new TREXA lens material,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “We are proud to continue to expand lens options to help eyecare professionals provide their patients with the best vision possible.”

TREXA is available in wide variety of premium designs and No-Glare technologies, including progressive lenses, full back-side digital lenses, finished single vision lenses and many more.

TREXA lenses provide the following benefits over standard plastic:

- **Thinner:** TREXA lenses have refractive index of 1.53.
- **Lighter:** TREXA lenses are lighter with a specific gravity of 1.11g/cm³.
- **Stronger:** TREXA lenses are six times stronger than standard plastic lenses.
- **Safer:** TREXA lenses block 100 percent of UV transmittance.
- **Easier to drill mount:** TREXA lenses are easier to drill mount with a high tensile strength of 61.2 kg/f.

For more information on the new TREXA lenses, contact your Essilor sales representative or visit www.essilorusa.com.

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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 eye care 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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