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**ESSILOR CELEBRATES 21ST ANNIVERSARY OF THE
VARILUX OPTOMETRY STUDENT BOWL**

*Indiana University School of Optometry Took Home Top Honors in Front of 1,500
Students, Practitioners and Staff*

DALLAS – July 3, 2012 –Essilor of America, the nation's leading manufacturer of optical lenses, once again pulled out all of the stops to celebrate the 21st anniversary of the ever-popular Varilux Optometry Student Bowl™, held at this year's Optometry's Meeting in Chicago. This year promised to be bigger and better than ever and did not disappoint. Contestants, students from all schools and colleges of optometry, answered optometry-related questions while their fellow classmates energetically cheered them on wearing war paint, school colors and displaying brightly-colored banners.

The stakes were high. In addition to bragging rights, the winning school, Indiana University School of Optometry, took home \$1,000 and the coveted crystal trophy. Second and third place winners, UAB School of Optometry and Illinois College of Optometry, received \$750 and \$500, respectively. The winning question, "You perform retinoscopy using loose lenses at a working distance of 67 cm. When the streak is oriented vertically, your result is +1.00 D. When the streak is oriented horizontally, your result is -1.50 D. What minus cylinder prescription do you record in the patient's chart?" was correctly answered by Karen Lee. This year's competition drew well over 1,500 students, practitioners and staff.

Last year's Spirit Award winner, University of Missouri – St. Louis College of Optometry, created an entertaining video to detail the rules of the competition, which is available for viewing on YouTube at YouTube.com/VariluxSuperBowl. The Ohio State University College of

Optometry was chosen as this year's Spirit Award winner which will provide them with the honor of creating next year's video.

"The opportunity to compete in this event against the best and the brightest students from around the country was an exciting honor," said Karen Lee, this year's Varilux Optometry Student Bowl champion. "I'm proud to bring the highly coveted crystal Student Bowl trophy home and share bragging rights with my fellow Indiana University School of Optometry students."

"For twenty-one years, we have had the privilege of challenging optometry students by putting their knowledge into practice in a fun and competitive setting," said Rod Tahran, O.D., F.A.A.O., vice president of professional relations and clinical affairs for Essilor of America. "Essilor is proud to support events such as the Varilux Optometry Student Bowl as part of our continued dedication to eyecare professionals and the future of optometry."

This year's very prestigious panel of judges included:

Lead Judge - Dr. Linda Casser, dean, Pennsylvania College of Optometry at Salus University

Dr. Diane Adamczyk, author, lecturer and professor at State University of New York

Dr. Geoffrey Goodfellow, assistant dean at Illinois College of Optometry and president-elect of the Illinois Optometric Association

Dr. Mitch Munson, vice president, American Optometric Association

Dr. Karla Zadnik, president, American Academy of Optometry and associate dean at the Ohio State University College of Optometry

The Varilux Optometry Student Bowl has been coordinated and produced since its inception by Danne Ventura, F.A.A.O., director, professional relations, Essilor of America. This year's event was hosted by David Seibel, O.D., a private practitioner in St. Louis. He is past chair, Cornea and Contact Lens Section of AOA, a diplomat in the AAO, was awarded the AOSA Founders Award in 2005 and AOA Young Optometrist of the Year in 1996.

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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