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**ESSILOR'S CRIZAL CAMPAIGN RAISES \$20,000 FOR THE FOUNDATION FOR
EYE HEALTH AWARENESS**

Donation to Support the Foundation's Efforts to Help Improve Public Vision and Eye Health

DALLAS – Oct. 28, 2011 – Essilor of America, the nation's leading manufacturer of optical lenses, has raised \$20,000 for the Foundation of Eye Health Awareness through its recent Crizal® Facebook consumer initiative, "Combat the Enemies of Clear Vision with Captain Crizal."

Throughout the month of October, consumers were invited to visit the [Crizal USA Facebook page](#) to defeat the five enemies of clear vision, glare, scratches, smudges, dust and water, through the "Combat the Enemies of Clear Vision with Captain Crizal" Facebook game and sweepstakes. Essilor pledged to donate \$5 to the Foundation for each new Crizal USA Facebook page "like" and another \$5 when consumers played the game, up to a maximum of \$20,000.

"Essilor is proud to support the Foundation for Eye Health Awareness, and is committed to furthering the goals of the organization and its efforts," said Carl Bracy, senior vice president of marketing and new business, Essilor of America. "We are thankful to all those who participated in the promotion to raise these funds to help the Foundation extend awareness about eye health and the importance of yearly comprehensive eye exams."

"We are extremely grateful to Essilor for its generous donation," said Mike Daley, president and executive director of the Foundation for Eye Health Awareness. "Because of such contributions, we can continue our mission to help consumers maintain vision health and overall quality of life."

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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*](#).

For more information about Crizal, please visit crizalusa.com. For more information about the Foundation for Eye Health Awareness, please visit ehafoundation.org.

About the Foundation for Eye Health Awareness

The Foundation for Eye Health Awareness is a 501c3 non-profit organization created to increase the public's awareness about the importance of eye health through a nationwide messaging campaign that directs people to take better care of their eyes. <http://www.ehafoundation.org>

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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