



Seeing the world better

**FOR IMMEDIATE RELEASE**

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**ESSILOR'S OPTIFOG LENSES SPONSOR**

**FBI NATIONAL ACADEMY ASSOCIATES ANNUAL TRAINING CONFERENCE**

*Innovative Anti-Fog Lenses Provide Clearest Vision to Those Who Need it Most*

**DALLAS – July 23, 2012** – Essilor of America, the nation's leading manufacturer of optical lenses, will participate in the 2012 FBI National Academy Associates (FBINAA) Annual Training Conference. In an effort to educate professions that rely on clear vision in vital situations about Optifog™ lenses, Essilor will showcase the first and only lenses offering long-lasting, fog-free vision at the conference.

“Law enforcement officials are often in situations where one or two seconds can be the difference between life and death,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “Essilor understands that these officials cannot afford the unexpected temporary blindness that foggy lenses can cause, and we're excited to talk to them about the benefits of Optifog lenses.”

In a recent study conducted by Essilor, more than half of respondents said they experience unclear vision at least every week because of foggy lenses. Due to the hazard this can pose in their line of work, law enforcement officers are a natural audience for Optifog lenses.

Essilor will exhibit Optifog lenses at a booth at the FBINAA Annual Training Conference, which takes place in Grapevine, Texas, July 28 – August 1. This annual conference offers quality training sessions and product demonstrations to top law enforcement officials from around the globe.

## **Essilor's Optifog Lenses Sponsor FBI National Academy Associates Annual Training Conference/ Page 2 of 2**

### **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 (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).

Varilux, Crizal, Xperio and DEFINITY are registered trademarks of Essilor International. Thin&Lite is a registered trademark of Essilor of America, Inc. Optifog is a trademark of Essilor International.

### **About FBI National Academy Associates**

The FBINAA is a non-profit, international organization of nearly 18,000 senior law enforcement professionals dedicated to providing communities, states, countries and profession with the highest degree of law enforcement expertise, training, education and information. The FBINAA is recognized globally among government leaders, law enforcement agencies and our communities as the premier provider of law enforcement expertise, training, education and information. From its inception in 1935, the FBINAA has long been a vital element in the continuing improvement of law enforcement standards, knowledge, and cooperation throughout the world.

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