



News & Information

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ESSILOR ENHANCES ADVANTAGE PLAN FOR INDEPENDENT LAB REPRESENTATIVES

Laboratories Receive Industry-Leading Rewards for Promotion of Essilor Premium Products

DALLAS – (Oct. 3, 2008) – Essilor of America, Inc., the nation's leading manufacturer of optical lenses, has enhanced its Independent Distribution Division (IDD) Advantage Plan program, which is designed specifically for independent lab representatives. This innovative program now offers three levels of membership to reward and support laboratories that achieve outstanding results in the promotion of Essilor premium products and have demonstrated a desire to partner with Essilor.

“We are committed to providing our Advantage Plan labs with exceptional marketing support and sales training to help grow their businesses,” said Bob Colucci, IDD president. “Through the resources of the Advantage Plan program, laboratories can increase their efficiency and awareness in their community.”

The three new Advantage Plan levels include: Advantage Plan Laboratory, Advantage Plan Gold, and Advantage Plan Platinum. Essilor determines Advantage Plan classification based on the sales and promotion of Essilor products. According to their classification, laboratories will receive various levels of support in marketing, sales, education, technical services, as well as technology transfer and funding.

For more information on the IDD Advantage Plan program visit www.essilorusa.com.

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 8,500 people throughout North America. Essilor manufactures optical lenses under the Varilux[®], Crizal[®], 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, S.A., a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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