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**LAB ITALEE IMPLEMENTS ESSILOR'S OPTIFOG TECHNOLOGY
IN LOS ANGELES FACILITY**

Essilor's Breakthrough Technology Eliminates Fog for Clearer Vision

DALLAS (April 30, 2012) – Essilor of America has implemented its patented Optifog technology at Lab Italee in Los Angeles, CA. Essilor, the leader in ophthalmic optics, is always looking to improve the vision of eyeglass wearers, helping them to see the world better. Now with access to Optifog technology, Lab Italee can fully manufacture the Optifog lenses at its Los Angeles laboratory.

One common problem that affects eyeglass wearers is fog, which can cloud one's vision and provide a frustrating hindrance – an unwanted and uncontrollable “blindfold” that can appear unexpectedly and interfere with one's daily life. Indeed, of the 1.6 billion eyeglass wearers worldwide, 75% would like to have an anti-fog solution for their lenses to improve their vision (2010 International consumer research on 1,493 wearers, in 7 countries –Ipsos.)

To find a solution to this issue, Essilor has developed Optifog, a breakthrough lens based on a technology covered by an international patent application. When combined with Optifog Activator, it provides immediate and efficient fog-free vision.

“Essilor is proud to share its state of the art fog free technology with Italee,” said Bob Colucci, president, Independent Distribution Division, Essilor of America. “The Essilor technical team was involved during every step of the installation at Italee, ensuring total process integration from lab management systems to lab process reengineering.”

Lab Italee implements Essilor's Optifog technology in Los Angeles Facility

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For more information about Lab Italee, visit www.itallee.com

For more information on Optifog, visit www.optifogusa.com

About Lab Italee

In the early stages of italee's development, the idea of offering a specialty rimless lab to support Kazuo Kawasaki evolved and led to the creation of lab-itallee in 1995. Premised on the philosophy of delivering unsurpassed quality and service, lab-itallee provides the complete package by offering a marriage of quality lab service with high fashion frame designs. Lab-itallee's state-of-the-art facility in October 2003 became the first independent lab to have onsite Crizal coating abilities. Shortly thereafter in March 2004, lab-itallee became the first west coast independent lab to offer onsite Alize coating services. Recently in recognition of outstanding achievements, Lab-Italee was honored with the Crizal Lab of the Year 2004 award at Essilor's National Sales Meeting. Lab-itallee's commitment to providing quality rimless services has expanded to include uncut lenses as well as full service orders for other collections. Lab-itallee's understanding that the quality of the lenses are equally important as the design of the frame continues to be the driving force behind its success.

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[®], Optifog[™], 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: ESSIPA).

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