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**LENSTECH OPTICAL LAB IMPLEMENTS ESSILOR'S DIGITAL SURFACING TECHNOLOGY IN INDIANAPOLIS FACILITY**

*Essilor's Unique and Proprietary Technology to Ensure Quality Compliance and Consistency at the Highest Possible Level*

**DALLAS – Oct. 31, 2011** – Essilor of America has implemented its patented Digital Surfacing technology at LensTech Optical Lab in Greenwood, Indiana. With access to Essilor's Digital Surfacing technology, LensTech can now fully manufacture the complete offering of Essilor Digitally Surfaced lenses at its Indianapolis-area laboratory including the entire portfolio of Varilux® lenses - both Varilux DualOptix™ and Varilux DRx™, DEFINITY® and Accolade® Freedom lenses. LensTech will also now be able to manufacture Eyecode™ lenses for its eyecare professional customers with the Visioffice® System.

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

LensTech's new Digital Surfacing facility operates Essilor's proprietary and patented Digital Surfacing Process Control (DSPC). A daily quality certification of the process has been established with Essilor to ensure quality compliance and guarantee consistency at the highest possible level.

“The entire LensTech team greatly appreciates Essilor's assistance with the implementation and commitment to the highest standard on all their products,” said Bill Harding, President, LensTech Optical Lab. “In addition to adding Essilor and Varilux digital product to our portfolio,

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Essilor's Digital Surfacing process and control has enhanced our entire digital surfacing department, improving the entire process.”

For more information on Essilor's Digital Surfacing technology, visit [essilorusa.com](http://essilorusa.com).

### **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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