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**MARY ENGELBREIT PRESENTS “BREIT EYES” CONTEST WINNER WITH  
ORIGINAL SKETCH AND TOUR OF ST. LOUIS STUDIO**

**DALLAS (Jan. 26, 2012)** – Airwear<sup>®</sup>, Essilor’s lighter, safer and greener brand of polycarbonate lenses, and iconic artist and healthy vision advocate Mary Engelbreit presented Michele Zeblisky of Northwood, N.H., grand prize winner of the “Breit Eyes” Facebook photo contest, with an original, autographed sketch in the likeness of her 11-year-old son, Jack, as well as a tour of Engelbreit’s St. Louis studio and a \$200 general use gift card.

Fans of Airwear Lenses on Facebook may recall Essilor and Engelbreit asked parents to visit the page to enter the “Breit Eyes” contest last September. By submitting a photo of their child being “lighter, safer or greener” – the key benefits of Airwear lenses – while wearing glasses, parents had a chance to win one-of-a-kind prizes from Engelbreit. One lucky grand prize winner, Zeblisky, received an original sketch by Engelbreit in the likeness of the child in the winning photo plus a trip to tour Engelbreit’s St. Louis studio and a \$200 gift card. One runner up, Anna Caudill of Franklin, Tenn., received a collection of Ann Estelle children’s books authored and signed by Engelbreit.

Like her most beloved and bespectacled character, Ann Estelle, Engelbreit herself got glasses as a young girl and attributes her beginning in art to being able to see details of the world around her clearly for the first time. Engelbreit, who is now presbyopic, is an advocate for healthy vision and yearly eye exams.

“It was a pleasure to meet the Zeblisky family and present them with their very own original sketch of a bespectacled young Jack,” said Engelbreit. “The ‘Breit Eyes’ contest has enabled me to combine my two greatest passions – advocacy for healthy vision and art – and I’ve truly

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enjoyed working with Airwear as they continue their efforts to promote seeing the world more clearly through a lens that is lighter, safer and greener.”

“Essilor is pleased to have a partner in Mary Engelbreit, an iconic and admired artist, through her support for Airwear lenses and participation in the ‘Breit Eyes’ contest,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “We look forward to continuing this relationship in the future.”

Airwear lenses are thinner, lighter and more impact-resistant than standard plastic lenses while providing 100 percent UV protection. Airwear lenses are also made using environmentally conscious practices in packaging, water consumption and manufacturing waste re-use. To learn more about Airwear’s commitment to producing lighter, safer and greener eyewear for adults and children, visit [LighterSaferGreener.com](http://LighterSaferGreener.com).

For more information about Airwear lenses, visit [Facebook.com/AirwearLenses](https://Facebook.com/AirwearLenses) or [LighterSaferGreener.com](http://LighterSaferGreener.com). For more information about Mary Engelbreit, visit [MaryEngelbreit.com](http://MaryEngelbreit.com) or [Facebook.com/MaryEngelbreit](https://Facebook.com/MaryEngelbreit).

### **About Airwear**

Airwear lenses provide a unique combination of benefits for active lifestyles through superior comfort and performance, including lightness, durability, impact- and scratch-resistance, and improved cosmetic appearance, while providing 100 percent UV protection. The lenses are available for single vision and progressive prescriptions, and are compatible with the world’s most trusted vision brands such as Varilux®, Crizal®, Xperio®, DEFINITY® and Transitions®. For more information, visit <http://www.airwear.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®, Thin&Lite®, Xperio® and DEFINITY® 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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