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ESSILOR UNVEILS NEW ELECTRONIC MEASUREMENT DEVICE

*Digital Measurement and Dispensing Tool Ensures Patients Receive
Maximum Benefits from Premium Lenses*

DALLAS – Jan. 8, 2013 – Essilor of America, the nation’s leading manufacturer of optical lenses, today announces a partnership between DEFINITY® progressive lenses and M’eyeFit™ brands. M’eyeFit, an advanced electronic dispensing device that precisely reads pupillary distance, fitting height, A & B, pantoscopic tilt, wrap, and vertex measurements, ensures patients receive the maximum benefits from premium Essilor lens designs.

Mutually benefitting eyecare professionals (ECPs) and patients, M’eyeFit is the perfect combination of form and function – offering a high-tech method to provide the most accurate fit while providing flexibility in the dispensing process. The patented measurement technology behind this apparatus ensures precise, reliable measurements every time.

“Patients are constantly searching for innovative, accurate solutions for every aspect of their lives, and vision care is no different,” said Theresa Agnew, senior vice president of marketing, Essilor of America. “The M’eyeFit measuring device quickly provides precise and reliable measurements along with superior technology on a convenient tablet, instilling confidence in both ECPs and patients.”

The M’eyeFit device allows ECPs mobility in the office, and acclimation to the device is seamless—in pilot tests ECPs were able to open the box and begin using the device in only 10 minutes.

The M'eyeFit device comes preloaded with additional tools to make dispensing easier, including frame selection, patient education, patient information management, online ordering and PMS connection.

The partnership between M'eyeFit and DEFINITY provides ECPs with a digital device to aid in dispensing DEFINITY 3 PLUS – the most technologically-advanced DEFINITY lens. M'eyeFit can also be used to take measurements for the entire DEFINITY family of lenses – DEFINITY 3, DEFINITY, and DEFINITY Fairway, as well as other Essilor lenses. ECPs interested in receiving the M'eyeFit should contact their Essilor or DEFINITY progressive lens sales representative or visit www.DEFINITY.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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