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NASSAU LENS COMPANY AND EMERGING VISION ANNOUNCE PILOT PROGRAM TO ASSIST NEW ODS ENTERING INDEPENDENT PRACTICE

Partnership to ensure third party financing, as well as practice management, marketing expertise and turnkey playbook

Dallas, TX, (March 26, 2014) –Nassau Lens Company and Emerging Vision announce today they are testing a concept created to assist select new graduates entering independent practice in North and South Dakotas. The program is designed to support independent eyecare professionals (ECPs) by providing financing to optometrists looking to open first-time practices, while providing practice management, marketing expertise and the trusted brand of one of the country’s leading optical franchisors, Emerging Vision.

According to Glenn Spina, CEO Emerging Vision, “This concept has been a long time coming. We are excited to be providing this opportunity through a pilot that allows new graduates the freedom to return to their home states and set up private practices with the backing of a 100-year proven franchise, Sterling Optical; ophthalmic lens manufacturer and consistent supporter of the independent ECP, Nassau Lens Company; and a trusted third party financial partner.”

Statistics show that the majority of third-year optometry students want to start their careers as independent practice owners; but due to college related debt, only 15 percent actually become owners in their first year. Meanwhile, approximately 500 independent practices close each year primarily due to the lack of proper succession planning. These companies have come together in an effort to increase the numbers of students who can realize their desires for private practice, with the backing of a trusted and successful franchise model.

“Supporting these types of initiatives is an important way for us to help optometrists remain independent and competitive in this changing marketplace,” said Howard Purcell, OD, Senior Vice President of Customer Development at Essilor. “The dynamics of the optometric practice today present some unique challenges to graduating ECPs. This pilot will allow us to determine the best way to help even more enter private practice, and we are glad to provide that support.”

Emerging Vision will provide guidance with site selection and purchase, practice management and product selection, human resources and branding and marketing support, and all key areas to run a successful practice.

“We believe in this initiative as an extension of the already strong business support Nassau Lens Company provides to Emerging Vision through our product and lab support channels,” stated Maureen Cavanagh, President, Nassau Lens Company. “Essilor has always made the

independent ECP a priority in its business model, and growing the industry through helping emerging new graduates is a great way to continue that support.”

For more information about the pilot, contact Kristan Willingham, corporate communications director, Essilor.

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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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About Emerging Vision

Emerging Vision, Inc. is a leading provider of eye care products and services, and operates one of the largest franchised optical chains in the United States. The Site for Sore Eyes brand has 40 locations across California and the Sterling Optical brand has over 85 franchised and company-owned stores located across 13 states, the District of Columbia, and the U.S. Virgin Islands. Most stores offer prescription and non-prescription eyeglasses, eyeglass frames, ophthalmic lenses, contact lenses, sunglasses, and a range of ancillary items. The company also operates VisionCare of California (d/b/a Sterling VisionCare®), a specialized healthcare maintenance organization that employs licensed optometrists to provide services for stores in California. The company also operates Combine Buying Group and The Optical Group, two leading optical group-purchasing businesses that provide their member retailers with vendor discounts on optical products in the United States and Canada, respectively. For more information, visit emergingvision.com.