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NEW GENERATION OF CRIZAL LENSES PROTECTS VISION AND EYE HEALTH

First and Only Range of No-Glare Lenses to Provide Backside UV Protection

Along with the Best Clarity of Vision

DALLAS – Jan. 5, 2012 – Essilor of America, the nation's leading manufacturer of optical lenses, today announces the launch of a new generation of Crizal[®] No-Glare lenses, the first-ever to offer complete protection against damaging UV light for long-term visual health. This innovative benefit of UV protection, which not only protects against transmission through the lens but also through backside glare, will be available on the complete portfolio of Crizal products in 2012. Crizal is the first and only range of No-Glare lenses designed to protect the long-term health of patients' eyes, while also providing the best and most enduring clarity of vision.

This new generation of Crizal features exclusive Broad Spectrum Technology, which virtually eliminates UV light reflection into the eyes, while maintaining maximum visible light transmission for crisper, clearer vision. This technology extends superior No-Glare efficiency from visible to UV light.

“Through our leading research and development efforts, Essilor continues to drive unprecedented innovation in No-Glare technology,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “With this enhancement across the entire Crizal range in 2012, eyecare professionals can now help patients protect their eye health along with offering uncompromised performance against the five enemies of clear vision – glare, scratches, smudges, dust and water.”

To help explain the importance of eye protection for consumers, Essilor introduces a new index, the Eye-Sun Protection Factor (E-SPF), which rates UV protection from UV light coming at both sides of a lens. The E-SPF system will help consumers understand the level of UV protection provided by their eyeglasses.

Protection against the invisible and often irreversible dangers of UV reflection on clear, everyday eyeglasses is important for patients' eye health as more than 40 percent of UV light exposure occurs when wearers are not in full sunlight and most likely not wearing appropriate protection. Higher-quality lens materials such as polycarbonate and high-index only offer UV protection from the transmitted UV rays hitting the front side of the lens. The greatest remaining danger is the UV light coming from the back and side of the lens.

Crizal Sapphire UV™ and Crizal Avancé UV™ will be available Feb. 7. Crizal Alizé UV™ and Crizal Easy UV™ will be available in July. Crizal SunShield™, designed especially for sunwear, already offers this UV protection benefit. For more information about this new generation of Crizal lenses with Broad Spectrum Technology, contact your sales consultant or visit crizalusa.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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