



Seeing the world better

FOR IMMEDIATE RELEASE

CONTACT: Kristan Willingham
Essilor of America
214.496.4463
kristan.willingham@essilorusa.com

**ESSILOR DRIVES CONSUMER AWARENESS OF PREMIUM LENSES
THROUGH NATIONAL CONSUMER PROGRAM**

Power of 3 Event to Increase Demand for the Most Innovative Lenses on the Market

DALLAS – March 28, 2014 – Through a unique initiative available exclusively to independent eyecare professionals, Essilor of America, the nation’s leading manufacturer of optical lenses, is introducing the Power of 3 Event to drive patients into independent eyecare professionals’ practices and offer them a direct incentive to purchase the most premium innovations in lens technology available today: Crizal® No-Glare, Transitions® Adaptive, and Varilux® progressive lenses.

Consumers will learn about the national Power of 3 Event through the continuation of Essilor’s national advertising campaign on Crizal No-Glare lenses and the new advertising campaign on Varilux progressive lenses set to launch in April. These ad campaigns, including television, radio and online media, will drive consumers to independent practices by encouraging them to find an independent eyecare professional through an exclusive online locator tool.

“The Power of 3 Event is a first of its kind for our industry,” said Carl Bracy, executive vice president of market & business development, Essilor of America. “Our direct-to-consumer advertising drives patients to independent practices while increasing their awareness that they have a choice in lenses. This event will create the opportunity for ECPs to maximize their expertise and further educate their patients on the benefits of premium lenses that not only provide correction, but also protection.”

-more-

**Essilor Drives Consumer Awareness of Premium Lenses through National Rebate Program /
Page 2 of 2**

This national program aims to improve the mix of premium lens brands a practice dispenses and increase consumer demand for these products, which in turn will increase not only patient satisfaction but growth and profitability for eyecare professionals nationwide.

Through the Power of 3 Event, eyecare professionals will be able to offer patients rebates on all Crizal, Varilux and Transitions lenses with discounts as follows:

- \$10 rebate for purchasing one featured product
- \$20 rebate for purchasing two featured products
- \$30 rebate if all three featured products are purchased

For more information on the Power of 3 event, please visit powerof3event.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 10,000 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, Inc. 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](http://www.essilopa.com)).

###

About Transitions Optical

Transitions Optical offers state-of-the-art light management technology in virtually every major lens design and material encompassing a family of everyday adaptive lenses and performance sun lenses. Everyday lens options include Transitions[®] Signature[™] lenses, the most responsive lens with full indoor clarity; Transitions[®] XTRActive[®] lenses which provide superior darkness outdoors; and the revolutionary Transitions[®] Vantage[™] lenses, the first and only photochromic lenses to darken and polarize outdoors. Transitions Optical's performance sunwear line includes a range of products customized in partnership with other best-in-class brands. For more information, visit TransitionsPRO.com, or contact Transitions Optical Customer Service at (800) 848-1506 (United States) or (877) 254-2590 (Canada).

###

©2014 Essilor of America, Inc. All rights reserved. Unless indicated otherwise, all trademarks are the property of Essilor International, S.A. and/or its subsidiaries or affiliates in the United States and in other countries.

Transitions and *the swirl* are registered trademarks, and Chromea7, Life360 and Transitions Signature are trademarks of Transitions Optical, Inc. Photochromic performance is influenced by temperature, UV exposure, and lens material.

13555 North Stemmons Freeway
Dallas, Texas 75234
1-800-Essilor