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PREFERRED PAIRINGS NATIONAL PROMOTION TO AWARD 55 LUXURY TRIPS

*Eyecare Professionals Invited to Savor the Good Life in Exciting Promotion
for Crizal and Transitions Lenses*

DALLAS – Sept. 22, 2011 – Essilor of America, the nation’s leading manufacturer of optical lenses, today announces an exciting new *Preferred Pairings* national promotion for Crizal® and Transitions® lenses. From Oct. 1 through Jan. 31, eyecare professionals (ECPs) are invited to participate to qualify for a chance to win one of 55 luxury trips for two to one of the world’s premiere travel destinations, Napa Valley, Calif., based on their sales of Crizal and Transitions lenses.

“Essilor is proud to express our gratitude and appreciation for ECPs through the *Preferred Pairings* promotion,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “We are excited to reward ECPs’ loyalty and celebrate their growth along with Essilor and the Crizal and Transitions brands.”

To register, ECPs can visit preferredpairings.com. ECPs can also take part in a special pre-enrollment period during Vision Expo West from Sept. 22 through Sept. 24. All Crizal and Transitions products, including prescription and stock lenses, are eligible for the promotion.

Grand prize trips for two include airfare, luxury hotel accommodations and transfers. Winners will visit Napa Valley and experience the beauty and history of the California wine country through tours and sightseeing excursions. Along with the legendary accommodations at the Villagio Inn & Spa in Yountville, Calif., trip recipients will experience the sights of Napa Valley– exploring vineyards, wineries and experiencing fine dining in some of the finest restaurants in the world.

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The *Preferred Pairings* promotion provides ECPs with two ways to win:

- **Grand Prize – Trips for two to Napa Valley, to the top sellers of Crizal and Transitions lens products.** ECPs will earn points for every Crizal and every Transitions lens order placed during the promotion. A total of 55 trips will be awarded.
- **Daily and Monthly Prizes** – ECPs can visit preferredpairings.com to answer two trivia questions for a chance to win daily and monthly prizes. The 10 daily prize winners will receive a general use gift card in the amount of \$10, \$25 or \$50, and the two monthly prize winners will receive a \$500 general use gift card. To increase chances of winning, all practice staff can get involved and benefit.

For more information, please visit preferredpairings.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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