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ESSILOR EXPANDS THIN&LITE AND TRANSITIONS® VI LENSES COLLECTIONS

New Lenses Offer Superior Visual Performance with Balanced Light Control

DALLAS – March 15, 2013 – Essilor of America, the nation’s leading manufacturer of optical lenses, is launching Thin&Lite® 1.74 lens material available in Transitions® VI lenses.

Thin&Lite 1.74, the most advanced lens material on the market, is now available in both clear and Transitions® VI lenses with premium Essilor brands, Varilux Physio DRx™, Essilor Digital Single Vision lenses, and Crizal® No-Glare technology.

“We believe ECPs should have the opportunity to offer patients a variable tint option for high index lenses” said Theresa Agnew, senior vice president of marketing, Essilor of America. “The introduction of Transitions® VI lenses in a 1.74 index material allows dispensers to provide patients with the most advanced lens material and photochromic technology to date.”

Thin&Lite 1.74 lenses are the thinnest and flattest lenses available on the market—ideal for patients with higher prescriptions who want to minimize lens thickness and weight or for those who prefer rimless or semi-rimless frame styles. Transitions® VI adaptive lenses are fully clear indoors and darken to just the right amount of tint outdoors while also blocking 100% of UVA and UVB transmissions.

Thin&Lite 1.74 Transitions® VI gray lenses are available with the following designs:

- Varilux Physio DRx lenses
- Varilux Physio Short DRx™ lenses
- Essilor Eyecode™ Single Vision lenses
- Essilor Fit™ Single Vision lenses

-more-

- Essilor 360°™ lenses

Thin&Lite® 1.74 lenses also come systematically with a choice of Crizal Sapphire UV™, Crizal Avancé UV™ or Crizal Alizé UV™ no-glare technology.

For more information about Thin&Lite 1.74 Transitions® VI lenses, please visit the Thin&Lite brand page on www.essilorusa.com and www.Transitions.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, 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).

About Transitions Optical

Since Transitions Optical, headquartered in Pinellas Park, Fla., was founded more than 20 years ago, the company has been driven by an innovative spirit and a commitment to partnership. As the leading provider of photochromics to optical manufacturers, 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® lenses, which provide the optimal balance between outdoor darkness and 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. Understandings that the right equipment can provide an advantage, the products are all designed to improve depth perception, clarify color and increase contrast for specific outdoor activities.

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