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**ESSILOR PUTS VARILUX IN THE SPOTLIGHT THROUGH NATIONAL
CONSUMER CAMPAIGN**

New Campaign Drives Consumers to Independent Eyecare Practices

DALLAS – April 24, 2014 – Starting today, Essilor of America, the nation’s leading manufacturer of optical lenses, is introducing consumers to the benefits of progressive lenses and the innovative technology behind Varilux® progressive lenses through the launch of a national advertising campaign.

The ads show how blurry vision can interrupt common, everyday activities such as viewing a menu at a restaurant and offers Varilux lenses as the #1 progressive lens solution and the only line of progressive lenses featuring lenses designed with W.A.V.E. Technology: Wavefront Advanced Vision Enhancement™ that identifies and removes lens high order aberrations, resulting in sharper visual performance.

“Through the Varilux campaign, we want patients to understand that they don’t have to compromise when it comes to their vision,” said Lauri Crawford, senior vice president of marketing, Essilor of America. “Patients need to know they have options, and there is a progressive lens available to help them see more clearly. With this campaign, we’re also looking forward to bringing excitement and awareness to the Varilux brand. As we’ve seen with Crizal and Xperio UV™ lenses, these consumer initiatives bring value to ECPs by raising patient knowledge of the importance of healthy, clear vision and increasing foot traffic into their practices.”

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**Essilor Puts Progressive Lenses in the Spotlight through National Varilux Consumer Campaign /
Page 2 of 2**

Through June, the ads will air on television and radio as part of the [Power of 3 Event](#), which drives patients to their independent ECPs through a consumer incentive program aligned with the purchase of the most premium innovations in lens technology available today: Varilux progressive lenses, Crizal® No-Glare lenses and Essilor Transitions® Adaptive lenses. Starting in the third quarter of 2014, Essilor will continue the Varilux ad campaign and expand it to include television, radio, online and print media as a stand-alone initiative to further drive awareness of the brand.

For more information, please speak with your Varilux sales representative or visit Varilux.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](#)).

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