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ESSILOR DEBUTS REVOLUTIONARY VARILUX S SERIES LENSES

Revolutionary New Progressive Lenses Combine Patented Technologies

DALLAS – July 10, 2012 – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses, today announces the launch of Varilux S Series lenses. Varilux S Series lenses dramatically defy the limits of progressive lenses so radically in every area that performance is actually guaranteed.

The Varilux S Series is a digital portfolio comprised of three unique lens designs: Varilux S Design™, Varilux S Fit™ and Varilux S 4D™. All of the Varilux S Series lens designs are backed by revolutionary Nanoptix™ Technology and SynchronEyes™ Technology. Varilux S 4D lenses include a third revolutionary technology: 4D Technology. Varilux S Series lenses combine new technologies and innovative design to offer consumers guaranteed performance.

“Essilor is proud to open a new page in its long history of technological breakthroughs by introducing the Varilux S Series,” said Carl Bracy, senior vice president of marketing and new business, Essilor of America. “Superior to other premium progressive lenses, Varilux S Series lenses set a new standard of performance, which will lead to improved patient satisfaction.”

Nanoptix Technology, with four new pending patents, re-engineers the fundamental structure of the lens during the calculation process to deliver a lens that not only virtually eliminates swim effect but also offers increased stability in motion.

For the first time in progressive design, SynchronEyes Technology uses the prescription from both the left and right eyes to simultaneously calculate the lenses as a pair to ensure the design is built around both eyes working together as one visual system. This allows for better retinal image matching and improved spatial perception. Patients experience expansive vision and edge-to-edge clarity.

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The most sophisticated level of advancement in the Varilux S Series is the Varilux S 4D lens exclusively available through ECPs with the Visioffice® System. Just as people are right handed or left handed, they also have a leading dominant eye – the eye that reaches the object being viewed first when we change gaze direction. Only 4D Technology factors in the leading dominant eye and other personalized measurements to deliver faster visual reaction time.

For more information about Varilux S Series lenses, contact your Varilux sales consultant or visit VariluxUSA.com. View updates about Varilux S Series lenses by bookmarking <http://mobile.essilorusa.com> on any smartphone browser.

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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