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**ESSILOR ANNOUNCES 2014 NATIONAL CONSUMER AD CAMPAIGN FOR XPERIO
UV RX POLARIZED LENSES**

Consumer Campaign Continues to Drive Awareness of Prescription Sunwear

DALLAS – Jan. 7, 2014 – Essilor of America, the nation’s leading manufacturer of optical lenses, today announces the launch of its second year of national consumer advertising for Xperio UV™ superior Rx polarized sun lenses.

Xperio UV launched in 2013 as a differentiated Rx polarized lens bundle, combining the benefits of polarized lenses with industry-leading backside UV protection. Xperio UV is the first Rx polarized lens brand to launch direct to consumer advertising through TV, radio, print, online and social media channels. The 2013 campaign was successful at increasing brand awareness, and the website, XperioUV.com, saw tremendous patient traffic with more than 1,500 daily visits to the online ECP locator.

The Xperio UV national advertising campaign will be back on the air in the second quarter of 2014 and will continue to drive awareness of prescription sunwear and the benefits of Xperio UV lenses by showing relevant situations of how the lenses eliminate blinding reflective glare and offer an Eye-Sun Protection Factor of 50+, the highest level of UV protection that provides at least 50 times more protection from dangerous UV radiation compared to wearing no lenses at all.

“We saw tremendous interest in Xperio UV sun lenses following the launch of our national advertising campaign,” said Carl Bracy, executive vice president of market & business development, Essilor of America. “We remain committed to the growth of the prescription

sunwear market and hope the campaign will continue to increase consumers' interest in polarized sun lenses and drive more traffic to ECPs across the country.”

To further support the independent ECP, Essilor will also launch a national point of purchase campaign, sending consumer display specialists to over 4,000 practices across the United States to help incorporate updated Xperio UV point-of-purchase and educational materials throughout each practice.

For more information about Xperio UV lenses, please visit XperioUV.com. You can also find more information on the [Xperio UV](#) Facebook page.

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: [ESSLPA](#)).

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