



**News & Information**

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**ESSILOR TURNS UP THE HEAT ONCE AGAIN WITH CRIZAL SUN MIRRORS**  
*Where Function Meets Fashion*

**DALLAS – (April 11, 2008)** – Essilor of America, Inc. continues to keep things hot with the launch of Crizal Sun™ Mirrors, the latest in its line of industry-leading Crizal Sun lenses. With a beautiful front-side mirror coating on a polarized lens, this exciting premium product offers complete protection from ultraviolet (UV) rays and superior comfort for the wearer.

As with all Crizal Sun products, these lenses feature a backside anti-reflective treatment (AR), which virtually eliminates backside glare and reflections. Crizal Sun Mirrors also feature dual-sided and fully-integrated scratch protection and super-hydrophobic properties.

“We are excited to continue to offer eyecare professionals (ECPs) and their patients even more products specifically designed to complement sunwear,” said John McMahan, Crizal brand manager for Essilor of America. “Crizal Sun Mirrors are an important part of eye protection during outdoor activities, and round out Essilor's exceptional line of Sunwear offerings.”

Crizal Sun Mirrors are available on Essilor polarized lenses, including products from Specialty Lens Corporation and KBco. ECPs can offer these lenses in three colors: Blue, Silver and Gold. The Blue and Silver mirrors come on gray 3 polarized lenses, while the Gold comes on brown 3 polarized lenses. The radiant, mirrored front side matched with the polarized lens combines function with fashion to give the wearer an edgy style with complete protection from harmful UV rays, annoying glare and reflections. Crizal Sun Mirrors offer all of these features, along with the industry-leading scratch resistance and cleanability associated with Crizal® Alizé® lenses. Additionally, with the proprietary Pad Control System™, Crizal lenses are also the easiest premium AR to edge.

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For more information on the new Crizal Sun Mirrors lenses, contact your Crizal representative or visit [www.crizalsun.com](http://www.crizalsun.com).

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 8,500 people throughout North America. Essilor manufactures optical lenses under the Varilux<sup>®</sup>, Crizal<sup>®</sup>, Thin&Lite<sup>®</sup>, DEFINITY<sup>®</sup> 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 eye care professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, S.A., a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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