



News & Information

FOR IMMEDIATE RELEASE

CONTACT: Heather Allen
Essilor of America
(214) 496-4811
hallen@essilorusa.com

ESSILOR'S DEFINITY OFFERS CONSUMERS UNIQUE SUNWEAR OPTIONS
Things Heat Up With DEFINITY and DEFINITY SHORT Polarized

DALLAS – (July 18, 2006) – In time for summer, Essilor of America, Inc. offers DEFINITY™ and DEFINITY SHORT™ in polarized, providing eye care professionals unique choices to meet the needs of their patients' active, outdoor lifestyles. DEFINITY and DEFINITY SHORT provide UV protection for summer outdoor activities. DEFINITY SHORT is the only polarized choice for patients in a short corridor progressive lens.

Both DEFINITY and DEFINITY SHORT in CR-39® and polarized are premium progressives for primary and secondary lens choices. DEFINITY SHORT is the only short corridor lens that is available polarized. DEFINITY SHORT is a short channel PAL that maintains the superior benefits of the DUAL ADD® design and can be fitted into smaller, more fashionable frames. These polarized options provide 100 percent UVA and UVB protection and are available in grey and brown.

“DEFINITY polarized and DEFINITY SHORT polarized are ideal lenses for patients who maintain an active lifestyle,” said Francois Glon, general manager, DEFINITY. “Summer lends itself to more outdoor activity and exposure to the sun, so these are the perfect lenses for active presbyopes who love to bike, golf and enjoy the outdoors.”

DEFINITY uses patented DUAL ADD® technology to create a unique zone of correction called GROUND VIEW ADVANTAGE™ making it the perfect lens for summer. Located beneath and around the near zone, GROUND VIEW ADVANTAGE gives wearers clearer vision when looking down. With better ground level vision, DEFINITY makes playing golf and tennis or

hiking easier and is ideal for outdoor activities. With GROUND VIEW ADVANTAGE and availability in polarized, DEFINITY and DEFINITY Short are the perfect lenses for the active lifestyles of today's presbyopes.

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[®], Crizal[®], Thin&Lite[®], DEFINITY[™] 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).

#

Varilux, Crizal, Thin&Lite, and DUAL ADD are registered trademarks and DEFINITY, DEFINITY SHORT and Ground View Advantage are trademarks of Essilor International, S.A. CR-39 is a registered trademark of PPG Industries, Inc. Transitions and the swirl design are registered trademarks of Transitions Optical, Inc.