



News & Information

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DEFINITY SHORT OFFERS PAL WEARERS SMALLER, MORE FASHIONABLE LENSES
DEFINITY SHORT Also Available in Polarized

DALLAS – (November 8, 2006) – Essilor of America, Inc.’s **DEFINITY™ SHORT™** lens is a short channel progressive addition lens that maintains the superior benefits of the **DEFINITY™ DUAL ADD®** design and can be fitted into smaller, more fashionable frames.

Ideal for presbyopes with an active lifestyle who crave a fashion-forward look, the benefits of **DEFINITY SHORT** lenses include:

- **DUAL ADD** technology delivering **GROUND VIEW ADVANTAGE™** lenses
- Only digitally surfaced short corridor progressive addition lens as well as the only one available in polarized
- Offers the least amount of peripheral distortion of any short and standard channel progressive addition lens; The maximum amount of peripheral distortion in **DEFINITY SHORT** lenses is 1.47D
- Widest intermediate vision of any short corridor progressive addition lens

“**DEFINITY SHORT** lenses offer presbyopes the design benefits of **DEFINITY** with more choices in frame styles and sizes than ever before,” said Francois Glon, general manager, **DEFINITY**. “**DEFINITY SHORT** lenses offer a wider field of vision, the least amount of blurriness and a smooth transition between distances to see near, far and in between.”

With superior intermediate vision and the least amount of unwanted astigmatism, **DEFINITY** and **DEFINITY SHORT** lenses make computer use, driving or any other everyday activity more comfortable. **DEFINITY** and **DEFINITY SHORT** lenses feature a patented, two-surface, offset design known as **DUAL ADD**, which maximizes the available design space of the lens and allows for the least amount of peripheral distortion, while providing a smoother transition

between all distances. Through DUAL ADD technology and digital surfacing, the add power is uniquely split over both the front and back of the lens to optimize optics and minimize distortion.

DEFINITY and DEFINITY SHORT lenses also feature GROUND VIEW ADVANTAGE, which is located beneath the near zone and reduces the near add power to help minimize distortion and flatten the field of vision. This provides clearer vision when looking down, making going up and down stairs, participating in outdoor activities or navigating uneven surfaces easier. With DEFINITY SHORT lenses, patients are no longer limited by the activities they enjoy; rather, they can continue living an active lifestyle

Both DEFINITY and DEFINITY SHORT lenses are available in polarized, and are the premium progressives for primary and secondary lens choices. DEFINITY and DEFINITY SHORT lenses are also available with Crizal Alizé with Clear Guard™, which has unparalleled durability, superior cleanability and smudge resistance that provides wearers the clearest vision possible.

DEFINITY and DEFINITY SHORT lenses recently underwent a re-branding marketing campaign in August. The new marketing campaign, WOW: Wide Open World, speaks to the feedback Essilor received from eye care professionals and patients when they first experience DEFINITY lenses. WOW expresses their new sense of freedom in experiencing life with a world of possibilities in front of them.

DEFINITY lenses are available through Essilor Laboratories and other authorized laboratories nationwide. For more information about DEFINITY SHORT and a list of DEFINITY SHORT lens distributors, please call (800) 820-2020 or visit www.DEFINITY.com or www.EssilorUSA.com.

Editors Note: *High resolution versions of the photos attached are available online at www.onrequestimages.com, please contact Alison McCleskey (amccleskey@essilorusa.com) if you do not have an account and would like to download the images.*

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

– more –

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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