



FOR IMMEDIATE RELEASE

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**ESSILOR DEFINITY PROGRESSIVE LENSES NOW AVAILABLE
IN POLYCARBONATE POLARIZED GRAY AND BROWN**

Essilor grows the DEFINITY product line to provide more options for active presbyopes

DALLAS – (January 7, 2008) – Essilor of America, Inc. is now offering its DEFINITY™ and DEFINITY SHORT™ lenses in Polycarbonate Polarized Gray and Brown. With the patented DUAL-ADD® Technology and design, both DEFINITY and DEFINITY SHORT lenses offer a superior, digitally-surfaced lens in a Polycarbonate Polarized material.

“Essilor has always been committed to providing eyecare professionals [ECPs] with a wide range of lens materials,” said Kelly Smoyer, DEFINITY brand manager. “Offering the DEFINITY lens in poly polar materials is a natural line extension for the lens proven to be the choice of active presbyopes.”

Crizal Sun™ anti-reflective (AR) technology is the perfect complement to DEFINITY polarized lenses, offering the following features and benefits:

- Backside AR only, for reduced eye strain
- Integrated double-sided scratch protection, giving unparalleled durability
- Industry leading Crizal Alizé® super-hydrophobic topcoat making it the easiest sunwear to clean
- Lifetime warranty (life of prescription)

Both lenses will be available beginning February 1, 2008. The range for DEFINITY and DEFINITY SHORT lenses in Polycarbonate Polarized Gray and Brown is:

- Rx Range: +4.00D to -7.00D, up to -4.00D of cylinder
- Base Curve: 2.00, 4.25, 5.75
- Add Power: +1.00D to +3.00D

DEFINITY lenses use patented DUAL ADD® Technology to provide the widest intermediate vision and the least amount of unwanted peripheral distortion and astigmatism in a progressive design. DUAL ADD Technology also allows for a smoother transition between all distances, for more comfortable vision and easier adaptation into a progressive lens. DEFINITY SHORT is the only digitally-surfaced, short-corridor, polarized progressive lens available today.

Additionally, DEFINITY lenses feature GROUND VIEW ADVANTAGE, which helps to minimize distortion and flatten the field of vision – providing clearer vision when looking down. With better ground level vision, DEFINITY lenses are ideal for outdoor activities. With GROUND VIEW ADVANTAGE and availability in Polycarbonate Polarized Gray and Brown, DEFINITY and DEFINITY SHORT™ lenses are the perfect lenses for the active lifestyles of today's presbyopes.

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

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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).

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