



FOR IMMEDIATE RELEASE

CONTACT: Kristan Zeilan
Essilor of America, Inc.
214.496.4463
kzeilan@essilorusa.com

**ESSILOR DEFINITY™ PROGRESSIVE LENSES NOW AVAILABLE
IN TRIVEX® MATERIAL**

Essilor Provides New Offering for ECPs Already Dispensing Trivex

DALLAS — (October 5, 2007) — Essilor of America is now offering its DEFINITY™ lenses in PPG’s Trivex® material. The new DEFINITY lens with *Trivex* material combines the strengths of Essilor’s premium DEFINITY progressive lens design and DUAL ADD® Technology with *Trivex* material – and marks the first time Essilor is offering *Trivex* as a lens material option in one of its designs.

“At Essilor, we consistently provide our customers with the very best lens options to prescribe for their patients. By partnering with PPG to bring the *Trivex* material to DEFINITY progressive lenses, we are adding yet another product offering for ECPs, who are already dispensing Trivex, to our already exceptional line of lenses ,” said Carl Bracy, Essilor Vice President of Marketing.

DEFINITY uses the patented DUAL ADD Technology to provide the widest intermediate vision and the least amount of unwanted peripheral distortion and astigmatism in a progressive design. The DUAL ADD Technology also allows for a smoother transition between all distances, for more comfortable vision and easier adaptation into a progressive lens. Additionally, DEFINITY features GROUND VIEW ADVANTAGE, which helps to minimize distortion and flatten the field of vision – providing clearer vision when looking down. The more natural field of vision resulting from the GROUND VIEW ADVANTAGE combined with the impact resistance and UV blockage of *Trivex* material offers another safe lens option for presbyopes who lead busy, active lives.

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Essilor and PPG Industries Introduce DEFINITY™ lenses with Trivex® – 2

About PPG

PPG Industries is the world's leading maker of optical resins and introduced the first hard resin lens material, CR-39™ monomer, in 1945 and the first tri-performance lens material, Trivex® monomer, in 2002. It is majority owner of Transitions Optical, the leading supplier of photochromics to optical manufacturers worldwide; owner of International Polarizer, the world's largest manufacturer of sunglass polarizer; and owner of Intercast Europe S.p.A., the world's leading manufacturer of nonprescription hard resin cast sunlenses. In addition to optical coatings and materials, PPG is a leading global supplier of specialty and industrial chemicals, coatings, flat and fabricated glass, and fiber glass. With 125 manufacturing locations and equity affiliates in more than 20 countries, sales in 2006 were US\$11 billion.

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 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).

DUAL ADD is a registered trademark and DEFINITY, DEFINITY SHORT and GROUND VIEW ADVANTAGE are trademarks of Essilor International, S.A.

Trivex is a registered trademark of PPG Industries.