



News & Information

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DEFINITY IS A HOLE IN ONE

Clinical Study Reveals DEFINITY is the Progressive Lens of Choice for Golfers

DALLAS – (October 5, 2007) – Golfers overwhelmingly prefer DEFINITY™ progressive lenses, according to a new study sponsored by Essilor of America, Inc. (EOA). Golfers preferred DEFINITY lenses 7:1 during course play and 3:1 in a clinical environment, demonstrating that DEFINITY lenses, with DUAL ADD® Technology and GROUND VIEW ADVANTAGE™, are the ideal lenses for golfers and other active presbyopes.

“Golf requires the use of near, periphery, intermediate and distance vision, which can be difficult on eyes,” said Carl Bracy, EOA Vice President Marketing. “We wanted to ensure that DEFINITY lenses are meeting the needs of active presbyopes, particularly golfers. Our hopes were reaffirmed when we learned that DEFINITY lenses are the preferred lens on the golf course”

To support the inherent attributes of the GROUND VIEW ADVANTAGE exclusively found in DEFINITY lenses, Essilor conducted the study with 30 presbyopic golfers who were current progressive lens wearers. The sample included men and women, ages ranging from 40’s to 80’s, both nearsighted and farsighted individuals, and fitting heights from 18 to 24mm.

Upon arriving at the course, licensed opticians fit the study participants for two pairs of glasses. The pairs were distinguishable only by a marking indicating Pair A or Pair B. With the study being double-blind, neither the participant nor the interviewer knew which pair of glasses contained the DEFINITY lenses.

Participants were first asked a series of questions in a clinical environment, which consisted of putting, chipping and driving.

During the putting portion, specific questions were asked about different aspects of the putt, including ease of judging the contour of the greens, ability to judge distance to the hole, determining the most comfortable and natural head and body position after getting the golf ball into focus, ease of tracking the ball to the hole, and ease of shifting focus between the ball and the hole. For each question, both pairs of glasses were randomly presented for comparison. After the participant assessed each pair, lens preferences, if any, were recorded.

After completing the putting portion, participants moved to the chipping area to answer a series of similar questions while chipping. Questions focused on participants' ability to judge the position of the ball relative to their feet on an incline and ease of tracking a ball while in the air after chipping. Again, lens preferences were recorded after each question.

The final portion of the clinical test was carried out on the driving range. Similar questions were asked, with an emphasis on aspects such as the ease of setup, ease of transitioning from the ball to the target out on the range, and ease of tracking the ball and shifting focus while the ball was in flight.

After completing the clinical portion of the study, the participants were taken to the golf course to play four holes of golf. They played holes one and three entirely with one of the pairs of glasses, while holes two and four were played entirely with the other pair. Before beginning play, participants were asked to pay particular attention to which pair they preferred for various aspects of play such as driving, chipping, wedge shots, reading the scorecard, putting and even walking in general. Feedback was compiled throughout play and obtained an overall assessment of preference after participants completed the fourth hole.

The study revealed golfers' overall preference of 7:1 for DEFINITY lenses, indicating DEFINITY lenses are perfect for golfers as well as any active presbyope. Ultimately, a DEFINITY lens wearer experiences less peripheral distortion, a 30 percent wider intermediate zone, and smoother transitions between distance, intermediate and near vision.

—more—

DEFINITY lenses use patented DUAL ADD Technology to create a unique 4th zone of vision called the GROUND VIEW ADVANTAGE making it the perfect lens for golfers. 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 and Transitions® lenses, DEFINITY and DEFINITY™ SHORT™ lenses are the perfect lenses for the active lifestyles of today's presbyopes.

DEFINITY SHORT is the only digitally surfaced short-corridor polarized progressive lens available today. 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 are available through Essilor Laboratories and other authorized laboratories nationwide. For more information, please call (800) 820-2020 or visit www.DEFINITY.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®, 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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