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**ESSILOR DEBUTS DEFINITY FAIRWAY TRANSITIONS SOLFX LENSES**  
*New Sunwear Product Provides Enhanced Visual Performance for Presbyopic Golfers*

**DALLAS – (July 14, 2009)** – Essilor of America, Inc., the nation's leading manufacturer of optical lenses, is now offering DEFINITY FAIRWAY™ Transitions® **SOLFX** lenses, a new progressive sunwear product designed specifically for presbyopic golfers looking to improve their game and conquer the course.

“DEFINITY Fairway Transitions **SOLFX** lenses can help golfers see better and play smarter,” said Carl Bracy, vice president of marketing for Essilor of America. “With this exciting new lens offering, golfers will be able to read greens better in any sun condition, see the ball more clearly in all zones of vision and optimize performance while improving course management.”

The new product combines the patented DUAL ADD® 2.0 Technology and GROUND VIEW ADVANTAGE™ of DEFINITY® lenses with the advanced photochromic technology of Transitions **SOLFX** sun lenses to allow golfers to follow the ball more clearly—from tee to green. In a double-blind, head to head clinical study of 28 presbyopic golfers, DEFINITY lenses were chosen 7:1 over a competitive PAL for superiority in overall course play.

Like all Transitions **SOLFX** sunwear products, the new golf lenses help enhance visual performance by intuitively adjusting to all outdoor sun conditions. The lenses change from amber to a darker brown outdoors, improving contrast and depth perception to help golfers see the contour of the greens and better see the ball. The lenses also block 100 percent of harmful UV and UVB rays and come systematically with Crizal Sun Mirrors™ with Scotchgard™ Protector, which reduce glare at every angle with improved scratch resistance and cleanability.

## Essilor Debuts DEFINITY FAIRWAY Transitions SOLFX Lenses / Page Two

Beginning July 14, DEFINITY FAIRWAY Transitions **SOLFX** lenses will be available to ECPs in the following materials and product specifications

- Material: Airwear® polycarbonate
- Sphere : +4.00 to -7.00
- Cylinder: Up to -4.00
- Add Power: +1.00 to +3.00
- Prism: Up to 6.00 D
- **Systematic AR coating:** Crizal Sun Mirrors with Scotchgard Protector (Silver only)
- **Systematic Transitions treatment:** Transitions SOLFX

For more information about DEFINITY FAIRWAY Transitions **SOLFX** lenses and product availability, visit [www.DEFINITY.com](http://www.DEFINITY.com) or [www.Transitions.com/Sunwear](http://www.Transitions.com/Sunwear).

### 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 9,000 people throughout North America. Essilor manufactures optical lenses under the Varilux®, Crizal®, Thin&Lite®, Xperio™ and 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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