

# Admit You Have A Problem—It Could Bring You Fame And Fortune

Enter The Varilux® “Tell Us Your Presbyopia Story” Contest To Win \$10,000 Cash And A Trip To Los Angeles To See Your Story Made Into New TV Commercial

(NAPS)—If you are one of the 76 million baby boomers between the ages of 40 and 50 and you feel like your arms are too short to read a book or menu, you most likely have presbyopia, an irreversible, age-related eye condition. Presbyopia is the inability to focus on objects close-up and it affects everyone as they age. Share the story of how you realized you had presbyopia and you could win a prize that will bring you fame and fortune!

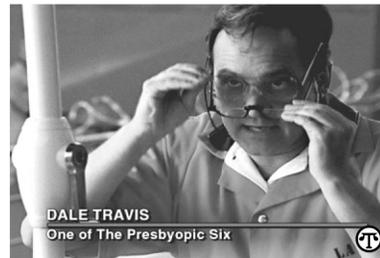
Varilux® Progressive Lenses, the most technologically advanced solution for presbyopia, brings this common, but little-known condition into the public eye with a series of humorous television ads. The ads, debuting in January 2001, feature a gang of baby boomers called the “Presbyopic Six” who are arrested outside of a bookstore while protesting their right to better vision.

## “Tell us Your Presbyopia Story” Contest

Just like the characters in the “Presbyopic Six” ad campaign, lots of people have an interesting story about their “presbyopia moment”—the instant when it hit home that their eyesight just wasn't what it used to be. Baby boomers across America have a chance to be selected to have the next Varilux television commercial based on their personal presbyopia story by entering Varilux's “Tell Us Your Presbyopia Story” Contest. The winner will also receive \$10,000 cash, a four-day, three-night trip to Los Angeles to see their TV ad being made and a free fitting of Varilux Progressive Lenses to treat their presbyopia.

## How to Enter

Log on to [www.varilux.com](http://www.varilux.com) or, to enter by mail, send your pres-



**In the new Varilux® “Presbyopic Six” television ads, Dale, a ringleader of the gang, switches between two different pairs of glasses to read and make eye contact with a reporter as he delivers a prepared statement on his arrest.**

byopia story of 200 words or less with a 3½” x 5½” piece of paper with your name, complete mailing address, day and evening phone numbers, e-mail address and date of birth to: “Tell Us Your Presbyopia Story” Contest, 676 N. St. Clair, Suite 1000, Chicago, IL 60611. Entries will be judged on creativity and appropriateness to theme. For official contest rules, call 1-877-747-4571 or visit [www.varilux.com](http://www.varilux.com). You must be 40 years of age by Jan. 2, 2001, to enter. The deadline for entry is March 31, 2001.

Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, S.A., a publicly held company traded on the Bourse (Symbol: ESI).

Essilor is the leading manufacturer of optical lenses in the U.S. An industry pioneer in the development and production of ophthalmic lenses, Essilor is the market leader in progressive, high-index and anti-reflective coated lenses. The company manufactures optical lenses under the Varilux®, Crizal®, Airwear® and Essilor brand names. For more information, visit our Web site at [www.varilux.com](http://www.varilux.com).