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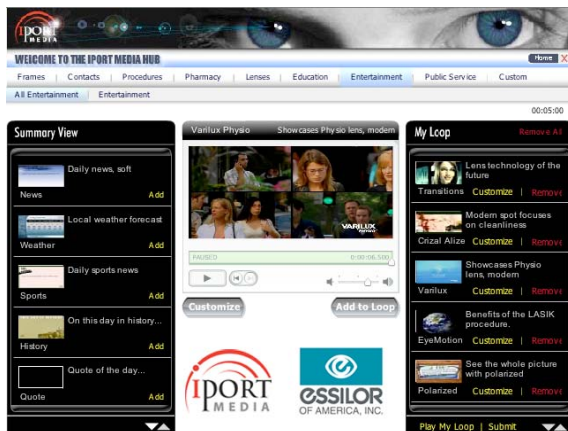
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iPORT MEDIA & ESSILOR PARTNER TO BRING THE INDUSTRY'S MOST COMPREHENSIVE DIGITAL SIGNAGE NETWORK TO OPTICAL HEALTHCARE PROFESSIONALS

CHICAGO, IL – July 31, 2007 - iPORT Media, the eye care industry's first and only private broadcast network that delivers fully customizable education, training and entertainment directly to optical patients and staff, and Essilor of America, the leading lens manufacturer, have announced the inclusion of iPORT Media in its Essilor Edge program. Essilor Edge is a comprehensive loyalty program specifically designed to reward Eye Care Professionals for selling Varilux®, Crizal® and DEFINITY™ products.

Starting this month, qualified optical providers enrolled in Essilor Edge may utilize Edge Points to subsidize the cost of iPORT Media systems for their offices. iPORT's rich, relevant and informative content has been proven to increase optical sales and services.



"iPORT has become the ECP's right-hand in educating patients about the health and care of their eyes," says Howard Weiner, Chief Operating Officer of iPORT Media. "We have built the industry's largest content library to stimulate meaningful dialogue between patients and doctors. We are delighted to be partnering with Essilor, a market leader in progressive, high-index and anti-reflective coated lenses in a venture that will both reward and enhance ECP practices".

"As part of our commitment to partner with Eye Care Professionals to help build their practice and grow the industry, we are excited to offer this educational tool to our Edge Program participants," says Carl Bracy, Vice President of Marketing, Essilor of America. "iPORT Media is a perfect complement for ECP's looking to increase revenue by providing the highest quality products and state-of-the-art health care for their patients".

About iPORT Media:

1333 North Kingsbury, Chicago, IL 60622
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iPORT Media is the eye care industry's first and only private narrowcasting network that delivers on-site customizable, educational, and marketing content directly to patients and eye care professionals. Delivered via internet to the point-of-sale, iPORT Media increases the sale of premium products such as lenses, coatings, and designer frames, and improves the profitability for eye care professionals. To learn more about iPORT, visit www.iPORTmedia.com, or call 312.440.6000

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). For more information about Essilor Edge, visit www.essiloredge.com or call 800.215.7249 ext. 4513.