

PRESS RELEASE

Photographs to be found on www.esa-sunglasses.com

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NEW ESA BOARD 2005

The European Sunglass Association herewith presents the new Board Members who have been elected at the last Annual Meeting in Paris.

Riccardo Polinelli – one of the founders of the ESA – has resigned his ESA Board Position. Mr. Polinelli supported ESA for the last 10 years with much effort and enthusiasm. As appreciation for his work Mr. Polinelli has been given the new title of Honorary President.

The newest ESA Board Member is **Elie Vannier**. Mr. Vannier is the General Director of GRAND VISION, France. Grand Vision is the most important optical retail chain in France with 400 stores including the sunglass speciality stores “SOLARIS”.

Mr. Antoni Olivella is the President of the European Sunglass Association and CEO of INDOPTICA in Spain. Indo designs and manufactures prescription frames, sunglasses, prescription lenses, sun lenses and optical equipment. Under the Presidency of Mr. Olivella, ESA continuously builds up its image as the organisation for good quality sunglasses.

Already several years engaged as Members of the ESA Board are the following decision makers within the sunglass industry:

Mr. Alexandre Asseraf has the position of Sunwear Director of ESSILOR and is President of BNL, France. He has held the ESA Presidency for several years and now is Chairman of the Training & Education Committee. ESA supports its members and other interested persons with information and training material covering the different aspects of sunglasses. National training courses are offered to retailers in optical and non-optical fields.

Mr. Wilhelm Bauer is Director at Silhouette International Schmied AG in Austria. As a Board Member within ESA, he has his focus on marketing activities.

Mr. Giorgio Cabras is Commercial Director of GIORGIO FEDON & FIGLI S.p.A., Italy. Fedon is the leading company in the production of eyewear cases and accessories. Within ESA, Mr. Cabras holds the position of Treasurer.

Mr. Philippe Garnier is Sales & Marketing Manager Europe, Middle East, and Africa of CORNING S.A.S. in FRANCE. Within ESA, Mr. Garnier is the Chairman of the Statistics Committee. ESA is offering its members European market research studies. The latest research was a consumer survey in 2004 conducted in France, Germany, Italy, UK and Spain.

Mr. Rod Lane is Managing Director of FABRIS LANE Ltd., United Kingdom. Fabris Lane is the largest sunglasses business in Great Britain specialising in fashion and quality. Mr. Lane is Vice President of ESA and Chairman in charge of the Technical Committee. The objective is to follow technical developments in order to update ESA members on the latest information on ISO, CEN and the PPE Directive.

Mr. Rudolf Suter is Chairman of MOLDSOLUTIONS AG in Switzerland. Moldsolutions is specialised in high quality moulds for lenses. Within ESA Mr. Suter is Chairman of the Membership Committee.

Ing. Gianni Vetrini is Managing Director of BARBERINI S.p.A. in Italy. Barberini is one of the world's leading producers of high quality sun lenses. Mr. Vetrini's engagement for ESA is focused on UV-Protection. He works with scientists and health & bio meteorological institutes in order to gain the most up to date information on UV. Mr. Vetrini is developing informative material to help the public increase their awareness of UV radiation and the need to protect their eyes from it.

Mrs. Petra Eckhardt is an independent marketing consultant with many years experience in the sunglasses industry. She holds the position of General Secretary within ESA. Mrs. Eckhardt and Mr. Bauer are in the Marketing Committee of ESA. They are developing and implanting various marketing tools for qualitative and quantitative growth of ESA. They want to satisfy existing and potential members with an interesting range of services and information.

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