



**FOR IMMEDIATE RELEASE:**

## **HIGH PERFORMANCE OPTICS LICENSES ESSILOR GLOBALLY AND EXCLUSIVELY**

April 2, 2013; High Performance Optics, "HPO" of Roanoke, Virginia, [www.HPOusa.com](http://www.HPOusa.com) a company focused on human retinal protection from blue light, announced today that it has exclusively licensed Essilor [www.Essilor.com](http://www.Essilor.com) globally with its technology, intellectual property, trade secrets, and know how regarding the ***selective blue light filtering of spectacle lenses***. Essilor, headquartered in Paris, France is the world's leader in ophthalmic optics. HPO is an EGG of The Egg Factory, LLC [www.EggFactory.com](http://www.EggFactory.com).

Essilor and HPO have independently developed "selective" blue light filtering spectacle lens technology capable of protecting the retina of the human eye from the hazards of high energy blue light. The companies believe the HPO global exclusive license to Essilor will allow for a more rapid exploitation and adoption of the technology globally and in addition speed its availability to the global population. Both companies have agreed to share the technology with the optical / vision care industry worldwide by way of global sublicensing.

Mike Packard, President of HPO stated. "I am most pleased and excited about having HPO team up with Essilor to exploit this highly beneficial technology globally. While there are multiple factors that contribute to AMD, reducing the chances of others suffering from Macula Degeneration and / or the severity of this ugly eye disease has been a key goal of HPO's for the past many years. This is most gratifying to me personally."

HPO has been researching the harmful effects of blue light on the human retina since 2000 and has amassed a very extensive intellectual property portfolio with numerous patent applications pending and multiple patents that have issued around the world.

**About High Performance Optics, Inc. (“HPO”) [www.HPOusa.com](http://www.HPOusa.com)** : Founded in 2006 and based in Roanoke, Virginia, HPO is a company whose mission and goal is that of protecting the human retina from the hazards of blue light. The inventor of HPO’s core technology, Andrew W. Ishak, O.D., F.A.A.O., has been focused since 2000 in researching blue light wavelengths in an attempt to understand those that are damaging to the human retina and those that are beneficial to human health. HPO has further invented and patented numerous proprietary solutions for various industries addressing the hazards of blue light. HPO is an EGG of The Egg Factory, LLC.

**About The Egg Factory, LLC, (“TEF”) [www.EggFactory.com](http://www.EggFactory.com)** : TEF was commercialized in 1999. TEF identifies global unmet needs, invents solutions to address those needs, proves and patents, matures the invention / innovation through development and licensing most often to a global strategic company or multiple companies. TEF is based in Roanoke, Virginia, USA and its EGG companies are located in various cities around the USA. The Eggs of TEF are various inventions / innovations having global reach, scale and benefit society. TEF focuses on revolutionary / transformational innovation in the Optics and Ophthalmic space.