

**2019 ESSILOR INSTANT \$100 CONSUMER REBATE OFFER OFFICIAL RULES:** This consumer rebate offer is sponsored by Essilor of America, Inc. (“Essilor” or “Sponsor”) and is available to individuals who: (1) are legal residents of one of the 50 United States or the District of Columbia and (2) purchase **two (2) pairs** of qualifying Essilor lenses (as set forth below) in a single day from a single participating eyecare practice between February 1, 2019 and July 9, 2019 (“Rebate Period”). All rebates will be awarded in the form of an electronic/physical gift card or virtual/physical reward card as detailed below. The monetary value of the rebate will be \$100. From April 8, 2019 to May 5, 2019, certain participating eye care practices (as designated on the ECP Locator detailed below) will be offering “double” the rebate if your First Pair is an Essilor Ultimate Lens Package™ that includes Varilux® X Series™. That is, your rebate could be equal to \$200 for these qualifying purchases during this time period only.

#### First Pair

For purposes of earning the rebate, the first purchased pair of lenses must involve any *Essilor Ultimate Lens Package*. An “Essilor Ultimate Lens Package” includes either of the following: (i) Varilux® X Series™ plus Crizal Sapphire®360°UV plus Transitions® Signature® VII (or the newest available generation); OR (ii) Eyezen+™ plus Crizal Sapphire®360°UV plus Transitions® Signature® VII (or the newest available generation).

Except as specifically listed, no other lenses or coatings may be included in a First Pair.

#### Second Pair

For purposes of earning the rebate, the second purchased pair of lenses must include at least **one** of the following:

- Any *Varilux*;
- Any *Crizal*;
- Any Essilor Transitions;
- Any *Eyezen+*; or
- Any Xperio UV™.

The Second Pair may also include **one or more** of the following:

- Any Essilor single vision design lenses;
- Any Essilor progressive addition lenses;
- Essilor Computer™ lenses; or
- Any Essilor lens or coating that Sponsor may add to the rebate offer from time to time.

No other lenses or coatings may be included. Second Pairs exclude competitive lens offerings, including any Shamir® or Kodak® lens or coating.

Each purchase of a First Pair or Second Pair of lenses is a “Qualifying Lens Purchase,” Except as provided in the next paragraph. The First Pair must be ordered on the same date as the Second Pair from the same participating eye care practice. Both pairs must be for the same individual. Limit two (2) rebates per person, mailing address, or email address during the Rebate Period, as determined by Sponsor in its sole discretion. This rebate offer may not be combined with any other consumer rebate offers or other promotions offered by Sponsor.

Any purchase that may be paid for, in whole or in part, by a federal health care program (i.e., Medicare, Medicaid, TRICARE, and certain other government funded health care programs and plans) does not constitute a Qualifying Lens Purchase for purposes of this rebate offer and must not be used for purposes of earning a rebate. In applying for a rebate under this rebate program, each individual represents and warrants that he or she will honor this restriction in full.

Sponsor may choose to modify or increase the dollar amount of the rebate assigned to a qualifying lens or coating from time to time and/or for certain periods of time during the Rebate Period, provided that notice of any such changes will be provided at [www.instant100.com](http://www.instant100.com) and will apply prospectively only.

**Rebate Claim Instructions:** To claim a rebate, you must complete an online rebate form (at [www.instant100.com](http://www.instant100.com)) in its entirety and submit it along with a copy of the Qualifying Lens Purchase receipt. This submission can be done online or you may print out the online form, complete it, and mail it to: Essilor Instant 100, P.O. Box 341823, Memphis, TN 38184. The

Qualifying Lens Purchase receipt must include retailer name, receipt number, order date, date of payment (if different than order date), and each Qualifying Lens Purchase made in connection with the offer detailed by name and price paid. Sponsor has the right to substantiate all receipts and rebate forms with internal sales data and/or eyecare practice invoices. Again, to avoid confusion, a rebate may not be claimed or earned based on any lens purchase that may be paid for, in whole or in part, by a federal health care program.

All rebate requests must be postmarked or transmitted within forty-five (45) days of Qualifying Lens Purchase date. In no event will any rebate requests be honored if received after August 24, 2019. Sponsor is not responsible for late, lost, postage-due, misdirected, incomplete, illegible or damaged rebate requests, or for any problems or technical malfunctions, failed or unavailable hardware, network, software or telephone, cable or satellite transmissions. Illegible or incomplete requests will not be honored or returned, except as required by law. Offer limited to consumer end-users only. Dealers, distributors and other ophthalmic lens resellers are not eligible for this offer. Rebate value will not exceed purchase price under any circumstances. Only street and rural addresses accepted, no P.O. Boxes (except for North Dakota and where required by law) and requests with invalid or undeliverable mailing address will be denied. Your rebate rights cannot be transferred, and this offer is void where taxed, restricted or prohibited by law. Offer valid in the 50 United States/District of Columbia only. Keep copies of all materials submitted. Materials submitted to Sponsor become Sponsor's property and will not be returned.

For a list of participating eye care practices, visit [www.instant100.com](http://www.instant100.com) or [www.essilorusa.com](http://www.essilorusa.com) (through the ECP Locator).

Rebates will be paid in the form of an electronic/physical gift card or virtual/physical reward card (your choice) to one of the following, subject to availability: Amazon, Target, iTunes, Lowe's, Essilor Mastercard® Reward Card (virtual for email requests) or Essilor Visa® Reward Card (for physical mail requests). Rebates requested via e-gift card or Mastercard Reward Card will be sent via email on the same date that the rebate request is properly submitted. Rebates requested via physical gift card or Visa Reward Card will be processed and mailed within approximately 4-6 weeks. For Mastercard: Virtual Account is issued by MetaBank®, Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. No cash access or recurring payments. Can be used online where Debit Mastercard is accepted. **Valid for up to 6 months;** unused funds will forfeit after the valid thru date. Terms and conditions apply. For Visa: Card is issued by MetaBank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. No cash access or recurring payments. Can be used everywhere Visa debit cards are accepted. **Card valid for up to 6 months from the issue date;** unused funds will forfeit after the valid thru date. Card terms and conditions apply. For other gift cards: Terms and conditions apply. Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the rebate offer by giving notice at [www.instant100.com](http://www.instant100.com). Except where prohibited, you agree that: (a) any and all disputes, claims, and causes of action arising out of or relating to this rebate offer shall be resolved individually, without resort to any form of class action, and exclusively by an action in state or federal court located in the State of Texas. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or any of your rights and/or obligations in connection with this rebate offer shall be governed by, and construed in accordance with, the laws of the State of Texas, without regard to the conflicts of law doctrine of any jurisdiction

Warning: Reproduction, alteration or attempted alteration, transfer, sale or purchase of rebate forms or receipts is prohibited and constitutes fraud. Fraudulent submission of multiple requests and/or providing false information disqualifies any rebate request and could result in federal prosecution under mail fraud statutes (Title 18, USC Sections 1341 & 1342).

**Price Transparency:** In the event that you seek to have any of the lenses acquired under this promotional offer reimbursed, in whole or in part, by a commercial or other health care or vision care program, plan, or insurance you may be required—pursuant to applicable laws, regulations, or the rules, policies, or procedures of the relevant program, plan, or insurance—to fully and accurately report and disclose the net purchase price of all such lenses. For purposes of this promotional offer, the term "net purchase price" means the net discounted price that the you paid for each pair of lenses acquired under this promotional offer, taking into account the rebates earned under this promotional program and any other price reductions (e.g., discounts, rebates, free products and services).

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