

NEWS RELEASE



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WILEY X® PRO FISHING TEAM HITS THE WATER IN 2011 —

CATCH 'EM IF YOU CAN

As Company Celebrates its 25th Anniversary, Wiley X Eyewear Helps Top Anglers See Their Way to Victory

The world's best competitive anglers recognize that superior vision is the most important asset when it comes to catching fish. It is also one that is constantly subjected to danger, from glaring UV rays, airborne debris, low-hanging limbs and even flying hooks, weights and lures.

Protection from dangers like these is why Wiley X sunglasses grace the faces of some of the biggest names in fishing, like Skeet Reese — 2009 Bassmaster Classic champion and winner of more than \$3 million in career earnings. Reese, who has his own Wiley X Signature Series Xcess™ glasses, outperformed the majority of the world-class 2011 Bassmaster Classic field with a 14th place finish. "It's a long season and the most important thing is consistency," said Reese. "Wiley X's unique combination of Polarized Amber lenses with an Emerald Mirror finish helps me see bottom contour, underwater vegetation and even cruising fish. This gives me a huge advantage on any body of water," added Reese.

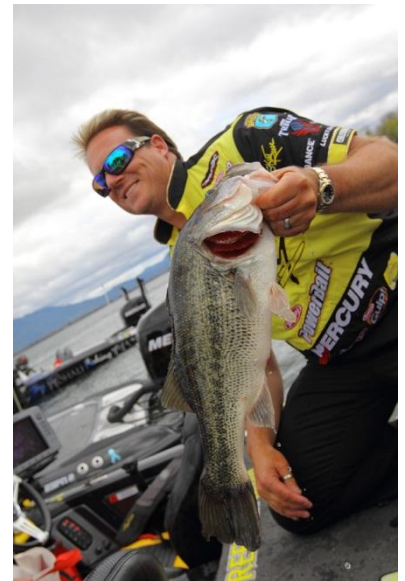


Photo courtesy of BASS Communications / Seigo Saito

Edwin Evers is another perennial B.A.S.S. favorite who's been burning up the water thanks to his Wiley X sunglasses. Evers finished last season in 2nd Place for the 2010 Toyota Tundra Bassmaster Angler of the Year Award, finishing ahead of everybody but angling all-star Kevin Van Dam. Reese was close behind Evers in the Angler of the Year race, making for an impressive 2-3 finish for Wiley X anglers in 2010. Both Evers and Reese are poised to build on last year's success and make big waves in the bass fishing world during the upcoming 2011 tournament season.

Wiley X's impressive team of top sponsored bass pros include seven-time Classic participant Stephen Browning and fan favorites Timmy Horton, Jared Lintner and Jeremy Starks. All of these pros rely on advanced Wiley X features like 100% polarization and 100% protection against the sun's harmful rays, every time they hit the water. In addition, Wiley X is the only premium sunglass manufacturer whose entire line is certified to exceed ANSI Z87.1-2003 high velocity and high mass impact plus optical performance standards. Thanks to this OSHA-grade industrial eye protection, these glasses are more than a match for anything Mother Nature — or a hard day of tournament fishing — can throw their way.

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Wiley X has shown its winning ways on the ocean, as well, thanks to features like advanced 8-layer polarized lenses and unique lens color/tint combinations. Wiley X sunglasses not only eliminate glare on the

ocean, they improve underwater color contrast to help anglers spot shoals of bait offshore, track tarpon or permit across the flats or watch a billfish coming into the trolling spread. Like in all types of fishing, improved vision leads to angling success on the open ocean, sheltered bays or remote backwaters.

This visual advantage is why top saltwater fishing personality Mark Davis of the Outdoor Channel's popular show BigWater Adventures uses Wiley X to get him on the fish. So do top professional guides around the country, including Floridians Chris O'Neil and Ryan Rowen and Oregon guide John Garrett.