

NEWS RELEASE



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WILEY X® EYEWEAR CELEBRATES DOVER INT'L. SPEEDWAY WIN FOR MATT KENSETH AND "WILEY X SUNGLASS MACHINE"

In Second NASCAR Sprint Cup Series Race Driving Wiley X Sponsored No. 17 Ford Fusion, Kenseth Takes Checkered Flag at FedEx 400 Benefitting Autism Speaks

"We were already feeling like winners by taking primary sponsorship of Roush Fenway Racing's No. 17 Ford Fusion, and were thrilled to see Matt Kenseth driving our 'Wiley X Sunglass Machine' on racing's center stage," said Wiley X Eyewear Co-Owner Myles Freeman, Jr. "Watching Matt take the checkered flag at Sunday's NASCAR Sprint Cup Series event at Dover International Speedway, however, raised our excitement to a whole new level. As Matt and his team celebrated in Victory Lane, the entire Wiley X® Eyewear family was celebrating with him," Freeman added.



For the second time this month, Kenseth climbed behind the wheel of this unique Wiley X sponsored car, boasting an eye-catching red/white/black color scheme and covered with Wiley X Eyewear logos. The car's rear panel — a view some of the world's best racers had as Kenseth passed them — features the words "Wiley X Sunglass Machine" in bold lettering.

This latest victory caps a busy and successful season so far for Kenseth, one of a select team of NASCAR drivers sponsored by Wiley X Eyewear. So far this season, Kenseth has two wins, four Top 5 finishes and five Top 10 finishes. This means Kenseth has finished Top 10 or better in each of his 11 starts so far. This latest victory gives Kenseth 342 total points, currently moving him up to 6th in the 2011 Sprint Cup Series title chase.

Kenseth's success on Dover's challenging "Monster Mile" track hinged not only excellent driving, but also some astute crew decisions. With the starting order and flow of the race affected by rain the night before and during the race, Kenseth had to methodically work his way up from his starting position of 24th. He had driven his way into fourth place by the time a final caution flag came on lap 362. A last-minute decision to quickly pit for fuel and two tires had Kenseth in good shape when the field restarted on lap 367. He grabbed the lead two laps later and never looked back, crossing the finish line ahead of Mark Martin, Marcos Ambrose, Kyle Busch and Brian Vickers.

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The win resulted in a wealth of high-profile exposure for the Wiley X brand and the company's aggressive racing program. "We couldn't be prouder of Matt and his team for pulling off this exciting victory," said Freeman. "Witnessing our car earn the checkered flag was a great experience. Watching Matt on the victory stand and doing worldwide media interviews wearing his Wiley X sunglasses and cap was like icing on the cake."

Wiley X Eyewear provides its High Velocity Protection (HVP™) sunglass technology to many top drivers and interacts with racing fans nationwide with its high-profile "X-Factor" Mobile Merchandising/Tech Center. A leading supplier of protective eyewear products to elite U.S. military forces, Wiley X is the only premium performance sunglass manufacturer whose entire line meets ANSI Z87.1-2003 high velocity and high mass impact and optical performance standards.