

NEWS RELEASE



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WILEY X® EYEWEAR — A VISION OF SUCCESS 25 YEARS IN THE MAKING

Wiley X Delivers Superior Eye Protection In The Toughest Conditions.



In a business where fashion often trumps function and some companies come and go in the blink of an eye, Wiley X® Eyewear has set a new benchmark for success. The family owned and operated company reached an important 25th Anniversary milestone in 2011, marking a quarter century of protecting people's vision in some of the most hazardous and challenging environments on the planet.

Over these 25 years, Wiley X has built a reputation for superior protection and performance in the field. Wiley X's premium performance sunglasses meet the stringent ANSI Z87.1-2003 safety standard for High Velocity/High Mass Impact Standards and/or the Military VO Ballistic Impact Specs. Credentials like these are why Wiley X is standard issue gear for so many tactical and elite Special Forces units around the globe. This same level of impact resistance has also made Wiley X a leading choice for industrial workers requiring OSHA-approved eye protection.

In addition to its battlefield proven eye protection, Wiley X also offers a range of specialized gloves for tactical situations. By providing the ultimate in hand protection while preserving manual dexterity, Wiley X has strengthened its position as a leading provider of protective gear for military, law enforcement and other tactical markets.

"This is a milestone we're very proud of," said Myles J. Freeman the company's President of Sales. "We owe every bit of our success to a great team of employees, a customer demographic who demands only the best and our commitment to manufacture the most durable, functional eyewear found anywhere. I can't wait to see where we are a mere 5 years from now."

Every pair of Wiley X sunglasses offered today — whether it goes on the face of a soldier, worker or weekend warrior — meets the same high standard of protection. The company's ability to fuse style and protection has developed brand loyalty among a wide range of outdoor sports enthusiasts — from drivers, motorcyclists and mountain bikers to rock climbers, shooters and fishermen. Innovations such as Wiley X's High Velocity Protection (HVP™) lenses and patented Facial Cavity™ Seal and Ultra Foam™ removable gaskets provide a unique level

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of comfort and confidence. Whatever the sport or activity, people can depend on Wiley X for protection against harmful UV rays, airborne debris, low-hanging limbs and other dangers.

Another key to Wiley X's "track record" of success has been the appeal of high-profile professional race car drivers who use and promote Wiley X. Wiley X is the eyewear of choice for an impressive stable of top NASCAR Sprint Cup drivers, including Denny Hamlin, Kevin Harvick®, Carl Edwards, Matt Kenseth and Greg Biffle, to name a few. Wiley X is also currently the official sunglass of all Roush Fenway Racing Teams.

Wiley X's advanced polarized lenses have also caught the eye of the world's top professional anglers, including Bassmaster Classic champion Skeet Reese (who has his own Wiley X Signature model), Edwin Evers, Stephen Browning and Jared Lintner, among others.

With this type of high-level of professional exposure and a steadfast commitment to new product development, Wiley X is well positioned for another 25 years of success and growth. The company recently moved into a brand new 40,000 square foot facility, ensuring it can continue to provide superior products and customer service while meeting growing demand in the tactical, occupational and recreational markets.

For more information on Wiley X's 25 years of success — or the company's full line of high performance

eyewear for work and play — visit Wiley X Europe LLC at Søndergade 8-10, 7570 Vemb, Denmark •

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