

PRESS RELEASE

Wiley X Europe LLC
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WILEY X EUROPE PARTNERS WITH NORWEGIAN GIANT NORDIC OUTDOOR

Leading premium sunglasses and protective eyewear brand Wiley X has added yet another strong partner to its fast growing network of distributors in the shape of Norwegian company Nordic Outdoor.

Nordic Outdoor will be exclusively handling the distribution and sales of Wiley X's complete range of protective eyewear for the fishing and outdoor markets in Norway alongside its portfolio of internationally recognized fishing and outdoor brands.

Kjell Myhre, Product Manager for the Outdoor division at Nordic Outdoor, explained: *"We at Nordic Outdoor are excited and proud of our new cooperation with Wiley X as we believe the brand makes some of the world's finest sunglasses for fishing. We look forward to presenting them to our discerning customers. It will fit perfectly together with our existing portfolio of top end outdoor and fishing."*

This deal takes the number of international distributors working with Wiley X Europe to over 30, with much more on the cards according to the company's European Vice President and Outdoor Director Thomas Wæver.

"Signing with Nordic Outdoor in Norway is a perfect strategic signing for Wiley X, as the company is one of the oldest in the industry, with more than 80 years in business.

"Nordic Outdoor is also one of the most respected companies in Norway, and is market leading in both fishing as well as the outdoor markets. Benefitting from this partnership - Nordic Outdoor will be able to penetrate both markets with a wide selection of Wiley X eyewear.

"Wiley X will really be able to use their network as well as their market know-how to the maximum. I look forward to be working with Kjell and his team of dedicated fishing and outdoor staff - in other word they are all true specialists in their fields."



(Picture showing from left to right: Wiley X Outdoor Director Thomas Wæver and Nordic Outdoor Product Manager, Kjell Myhre.)

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ABOUT WILEY X

Wiley X is one of the leading manufacturers of protective eyewear in the world and the only premium sunglass brand whose entire sunwear line is ANSI Z87.1-2010 and EN.166 rated.

Wiley X provides protective eyewear to military units and law enforcement personnel all around the world including the US Navy, US Army and D.E.A., as well as many European forces.

All sunwear models are certified as protective eyewear – and ALL meet or exceed standards not normally used in the fishing industry. Some of the models even meet or exceed the US Military's ballistic tests for impact – the most stringent in the world. This is extremely important as fishermen have lures, flies, spoons and hooks flying in the air at all times, causing facial and eye accidents every day worldwide.

To help prescription lens users Wiley X has carefully chosen one of the leading lens manufacturers to provide high quality prescription lenses, which fully comply with European safety standards.



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