

PRESS RELEASE

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WILEY X® INTRODUCES WX BOSS WITH POLARIZED VENICE GOLD MIRROR LENSES

New Climate Control™ Model Delivers Distinctive Good Looks, Advanced Glare-Cutting Performance and Proven Wiley X Protection

The new-for-2016 WX Boss with Matte Black frame and Polarized Venice Gold Mirror lenses (#CCBOS04) is a pair of sunglasses that delivers the whole package for outdoor enthusiasts — stylish good looks, advanced glare-cutting vision and the proven protection that Wiley X is known for around the world.



This powerful combination of features makes this new Climate Control™ model an ideal choice for boating and fishing or anytime you're outdoors in a highly reflective environment. The WX Boss' wraparound-style Matte Black frame is the perfect counterpart to Wiley X's bold and distinctive Polarized Venice Gold Mirror lenses. This attractive frame is designed for larger head sizes, and provides wearers with full coverage and a wide field of vision. With their Amber tint and advanced Filter 8™ polarizing technology, these lenses provide superior visual contrast over a wide range of light conditions, for clearer, distortion-free vision with reduced eye fatigue. They are especially good for helping anglers read the water and spot fish in the shallows, whether it's bass hiding behind sunken logs or bonefish prowling the saltwater flats. Wiley X's proven T-Shell™ lens coating resists scratching in even the most extreme environments, so you can work or play as hard as you want.

These "eye-catching" mirrored lenses also deliver 100-percent protection against the sun's damaging rays — but this is just part of the story. The new WX Boss is EN.166F certified and meets stringent ANSI Z87.1-2010 High Velocity and High Mass Impact Safety standards, as well as US Federal OSHA 1910.133(b)(1)(1) Standards, providing true occupational grade eye protection for active outdoor enthusiasts. Wiley X is the only premium sunglass brand with this level of protection in every adult eyewear style it makes — a key reason why the company is a leading provider of vision protection gear to the U.S. military, law enforcement and other tactical wearers.

Like all Climate Control Series styles, the WX Boss features Wiley X's patented, removable Facial Cavity™ Seal that blocks out wind, dust and reflected light for clearer vision, enhanced comfort and relief from "dry eye syndrome."

Like the majority of Wiley X eyewear styles, the new WX Boss is also Rx-ready (prescription ready).

Using prescription lenses specifically developed for wraparound frames for fashion, sport and outdoor activities from one of Europe's well known lens manufacturers, Wiley X maintains the effectively expanded vision zones and enhanced peripheral vision while offering an effective sunglass performance and premium protection. This makes the new WX Boss a perfect, no-compromise solution for serious fishermen who need corrective lenses.

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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 rated and EN.166 certified.

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.

To learn more about Wiley X Europe and the company's entire line of advanced eyewear for work and play, please contact Wiley X Europe LLC at telephone: (+45) 96 93 00 45 or visit us online at www.wileyx.eu



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