



NEWS RELEASE

Contact • Jonina Costello jcostello@full-throttlecom.com • Jason Bear jbear@full-throttlecom.com • Phone 805.529.3700

WILEY X® EYEWEAR PARTNERS WITH ROUSH YATES PERFORMANCE PRODUCTS TO PROMOTE AND SELL WILEY X SUNGLASSES Move Shifts Wiley X's Racing Program Into High Gear, Capitalizing on Successful Branding Effort

Leading protective sunglass manufacturer Wiley X® Eyewear has announced a new partnership with Roush Yates Performance Products, world leading provider of custom racing engines, high performance parts and professional racing products. Through this new partnership, Roush Yates Performance Products will use its reach and reputation in the grassroots racing market to promote Wiley X's advanced vision protection and capitalize — literally — on the company's successful racing program.


Through this new business partnership, Roush Yates Performance Products will become a distributor for Wiley X Eyewear, offering these advanced sunglasses through its store and other qualified retail channels it establishes. Roush Yates Performance Products will promote Wiley X sunglasses to the grassroots racing market through a variety of channels, including top racer sponsorships, on-track announcements, sales promotions, trade show displays, consumer contests and more.

"We've been actively involved in racing for six years now, and have worked closely with many top teams and drivers in all three NASCAR race series," said Wiley X President of Sales and Co-Owner Myles Freeman, Jr. "It's only logical that we develop business from the sport which has been such a great platform for Wiley X branding. Partnering with a respected organization like Roush Yates Performance Products will help us achieve this, and will take our overall racing program to new levels," added Freeman.

This has been a banner year for Wiley X's racing efforts, including the launch of its race-themed Wiley X Mobile Merchandising Unit/Tech Center (currently touring racing events nationwide) and sponsorship of Roush Fenway Racing's No. 17 "Wiley X Sunglass Machine" Ford Fusion, which Matt Kenseth drove to victory at Dover International Speedway in May. Many top NASCAR drivers wear Wiley X sunglasses, because they recognize the importance of sharp, clear vision and Wiley X's unique brand of High Velocity Protection. Wiley X is the only premium sunglass brand with stringent ANSI Z87.1-2003 High Velocity and High Mass Impact standards rating on every product it makes, providing all wearers with the highest possible level of protection.

"We have the utmost respect for Wiley X and its track record of success in the racing business," said Jon Sands, Vice President/Marketing for Roush & Yates Racing Engines, LLC. "The proven quality and superior performance of Wiley X sunglasses is right in line with automotive parts and products we sell. We are very confident we can build on this success and bring Wiley X products to a new audience of grassroots racing participants and enthusiasts," added Sands.

To learn more about Wiley X's full line of performance protective eyewear for work and play — visit Wiley X Eyewear at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at www.wileyx.com.

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