**WILEY X® TO CELEBRATE 30 YEARS OF EYEWEAR INNOVATION AND GROWTH**

**AT 2017 VISION EXPO EAST**

**New Products, Raffles, Show Specials, Giveaways and More Highlight Show,**

**Along With Champagne & Wine Happy Hour in Booth #2221**

Eyewear innovator Wiley X®, Inc. is celebrating 30 years in business in 2017, and the company has several special activities planned to mark the occasion during the upcoming Vision Expo East, March 31-April 2 at New York City’s famous Javits Center.

Key among these special activities will be a 30th Anniversary Champagne & Wine Happy Hour on Saturday, **April 1 from 4:00-6:00 p.m**. Show attendees are invited to stop by **Booth #2221** to help Wiley X celebrate this important milestone and enjoy complimentary champagne and wine .

To help commemorate 30 years of success and growth in the eyewear industry, Wiley X will also be holding raffles and special giveaways throughout the happy hour, along with show specials to help customers earn free product and displays.

Wiley X will also be showing off a full range of exciting new Rx-ready models, including the new Climate Control™ Series WX Enzo and new Active Lifestyle Series WX Ignite and WX Nash — each offered in a range of frame/lens combinations that lets patients find their ideal blend of stylish good looks and visual performance.

Wiley X will also be showcasing its innovative Youth Force® line, including the new-for-2017 Youth Force Crush. This growing eyewear line was developed to protect the vision of children and young athletes, providing boys and girls with clear vision and protection that meets ASTM F803 Sports Protective Eyewear Standards. Youth Force glasses provide something else just as important — stylish Rx-ready frames and bold colors that kids actually want to wear. In keeping with this, the new Youth Force Crush comes in five bold frame color combinations, including Glow-in-the-Dark.

From humble beginnings in 1987, Wiley X has built a global reputation for state-of-the-art vision protection. Today, its glasses are worn by American soldiers, factory and outdoor workers, champion NASCAR drivers, BASS Elite Series tournament anglers and active people in all walks of life. All adult Wiley X eyewear models meet ANSI Z87.1 High Velocity and High Mass Impact safety standards, while many models also meet the military’s stringent Ballistic VO impact certification. Almost all Wiley X eyewear is Rx-ready using the company’s advanced DIGIFORCE™ digital RX lens technology. DIGIFORCE lens technology delivers superior prescription accuracy and optical clarity over the widest possible field of vision. This fact, combined with Wiley X’s reputation for state-of-the-art protection — has helped

Wiley X grow its presence in the optical market exponentially.

To learn more about Wiley X’s complete line of eyewear products providing Absolute Premium Protection, stop by the company’s booth #2221 at Vision Expo East, or visit the website [www.wileyx.com](http://www.wileyx.com). Or contact Wiley X at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842.

***Editor’s Note: For hi-res images and releases, please visit our online Press Room at*** [***www.full-throttlecommunications.com***](http://www.full-throttlecommunications.com)***.***

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