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NEWS RELEASE

NORTH BAY FIRE RELIEF

JOIN WILEY X[®], INC. IN SUPPORTING THE NAPA VALLEY DISASTER RELIEF FUND

5% of all Company Sales October 30th and 31st will be Donated to Those Affected by the Devastating Napa County Fires

Livermore, California-based Wiley X[®], Inc. has announced a program to help the victims of numerous wildfires that recently ravaged communities throughout the Napa Valley region. On October 30 and October 31, 2017, the leading premium eyewear manufacturer will be donating 5% of *all company sales* to help the massive relief efforts taking place across this famous region of Northern California.

Several fires began raging across the region on October 8th, and over a period of weeks resulted in 220,000 acres burned, roughly 8,000 homes and businesses lost and more than 40 deaths. It was a virtual firestorm that devastated this region of the golden state made famous for its natural beauty and world-class vineyards. With so much of this area and so many people being impacted, the need for relief in these communities is massive.

“This area is like our own backyard, so naturally we feel connected to the families and business owners who have felt the impact and suffered loss,” said Wiley X Co-Owner Myles Freeman, Jr. “As a company, we were moved to find a way to help provide relief and help meet the great need that would be going on for some time. By opening this up to all company sales over a two-day period, we should be able to provide a sizable donation to help our friends, neighbors and fellow Californians through this crisis,” noted Wiley X Co-Owner Dan Freeman.

Wiley X researched relief organizations and settled on locally based non-profit Napa Valley Community Foundation (NVCF) to receive the financial assistance. Through the organization’s dedicated Napa Valley Community Disaster Relief Fund, 95% of donations go directly to relief efforts in the area — further enhancing the positive impact of the funds raised.

Wiley X encourages others to learn more about Napa Valley Community Disaster Relief Fund and ways they can support ongoing fire relief efforts by visiting: <https://donatenow.networkforgood.org/napafirerelief>.

To learn more about Wiley X’s complete line of premium protective eyewear for work, play and every type of outdoor activity, contact Wiley X at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at www.wileyx.com.

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