



WILEY X® REMINDS AMERICANS TO FOCUS ON THE TRUE MEANING AND SPIRIT OF VETERANS DAY

Veteran Founded Company Has Protected The Vision of Soldiers and Law Enforcement For Three Decades

Eyewear innovator Wiley X®, Inc. is celebrating 30 years of protecting the vision of America's soldiers around the world. So, it should come as little surprise that Veterans Day has always been a special holiday to the Livermore, California-based company.

Veterans Day will fall on Saturday, November 11 this year, and Wiley X is reminding all Americans to focus on the true purpose and reason behind the occasion — remembrance and gratitude for all those who have served our great nation in all branches of military service.

“As a veteran-founded company, we understand the importance of recognizing and honoring all the men and women who have served or are currently serving our country in the armed forces,” said Wiley X Co-Owner Myles Freeman, Jr. “These brave Americans serve because it is the right thing to do, even though it comes at a great personal sacrifice. As citizens who live and breath under the freedom they ensure, we need to be intentional about expressing our gratitude. When you see a veteran or a man or women in uniform, simply walk up and thank them for their service — not just on Veterans Day, but every day. It’s a simple act to let someone know they’re appreciated, yet it has a powerful and lasting impact,” added Freeman.

In addition to providing soldiers with advanced vision protection equipment, Wiley X offers a full premium sunglasses line that delivers Absolute Premium Protection for work, play, and everyday life. All adult Wiley X sunglasses meet stringent ANSI Z87.1 High Velocity and High Mass Impact Safety standards, providing OSHA-grade protection for every type of activity. Wiley X is the only premium sunglass brand to provide this level of vision protection in every adult style it manufactures. Selected models also carry the latest updated MIL-PRF-32432 (GL) Standard for ballistic eye protection, delivering military-grade vision protection for men and women who enjoy an active outdoor lifestyle.

Almost all Wiley X sunglasses are also Rx-ready using the company's exclusive DIGIFORCE™ digital Rx lens technology, for superior prescription accuracy and unparalleled visual clarity over the widest possible field of vision. This makes Wiley X sunglasses an ideal, no compromise solution for people who need the best available vision protection with the added visual acuity of premium prescription lenses.

To learn more about the company's complete line of sunglasses providing Absolute Premium Protection, 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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