

NEWS RELEASE



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NEW RAGE JOINS DVX™ SUN + SAFETY LINE

Rx-Ready Model Delivers Bold Styling, Sharp Vision and Advanced Protection at Work or Play

The new DVX Rage provides wearers with bold styling, sharp vision and state-of-the-art vision protection — about what you'd expect from a sunglass brand endorsed by perennial NASCAR favorite and racing champion Jeff Gordon. As part of the growing DVX™ Sun + Safety Line, the Rx-ready DVX Rage is sold exclusively at Walmart Vision Centers nationwide and is perfect for use at the jobsite, on the open road or during any outdoor activity.

At the heart of the DVX Rage is a stylish, virtually indestructible frame that is lightweight and comfortable enough for all-day wear. One version of the DVX Rage matches a classic Matte Black frame with versatile Grey lenses, ideal for a wide range of activities and lighting conditions. These optical quality lenses provide 100% UVA/UVB protection, maximum glare reduction and accurate color perception.

A second DVX Rage model fits Polarized Silver Flash lenses into a bold Matte White frame, for a combination that's sure to get looks. These lenses feature 100% UVA/UVB protection with advanced 8-layer polarization for glare reduction in highly reflective environments, such as on the highway, on the water, or out in the "urban jungle." This unique lens features a Multi-coat, Z-Oxide mirror finish over dark smoke tinting that provides excellent visual clarity in bright, harsh light conditions.

Like all members of the DVX Sun + Safety line, the DVX Rage carries the stringent ANSI-Z87 High Velocity and High Mass Impact rating for true occupational-grade protection at work or play.

The DVX Rage is also Rx-ready and can be outfitted at Walmart Vision Centers with prescription lenses from +2.00 to -2.00. This makes the DVX Rage a great choice for workers, drivers and any active people who require corrective lenses. These glasses are also a stylish, comfortable alternative to wearing cumbersome, traditional "safety goggles" over prescription eyewear for on-the-job protection.

DVX sunglasses feature frames crafted from DuPont™ Hytrel® thermoplastic polyester elastomer, an advanced material that combines the flexibility of rubbers, the strength of plastics and the formulation of thermoplastics. Even with this advanced technology, DVX glasses are affordably priced (\$48 for non-polarized and \$78 for polarized models) — bringing this unique brand of high-performance vision protection within reach of more Americans.

DVX eyewear is available in more than 2,700 Walmart Vision Centers nationwide that offer free vision screenings in-store as well as a free 12-month warranty against manufacturer's defects on all frames and lenses. For more information about the DVX Rage glasses, visit dvxeyewear.com.

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