

NEWS RELEASE



CONTACT

Jonina Costello // jcostello@full-throttle.com

Jason Bear // jbear@full-throttle.com

805.529.3700

TOP NASCAR DRIVER MATT KENSETH DOMINATES FIELD IN FEDERATED AUTO PARTS 400

Kenseth Leads For 352 of 400 Laps at Richmond International Raceway, Earning His Fourth Victory of the Season and His Third in Last Six Races

Wiley X[®] sponsored NASCAR driver Matt Kenseth continued his hot streak in appropriate fashion by dominating the competition throughout Saturday night's Federated Auto Parts 400 at Richmond International Raceway. Kenseth didn't just win the race, he lead the field for 352 of 400 laps and held off all challengers in convincing style.

Fellow Wiley X-sponsored driver Joey Logano, who's also been on a bit of a hot streak, finished third under the lights at Richmond, giving team Wiley X two drivers in the Top 5.

This latest win was Kenseth's fourth of the season and 35th of his illustrious Sprint Cup Series career. Perhaps even more notably, this was Kenseth's third victory in the last six races. This consistency over the past month-and-a-half will surely give Kenseth the momentum he needs as he moves into his next challenge — the Sprint Cup Series "playoffs" that begin next weekend at Chicagoland Speedway. At the conclusion of a four-race elimination tournament featuring the sport's best drivers, a 2015 Sprint Cup Champion will eventually be crowned.

Joining Kenseth in 2015's first Championship Series playoff race will be Joey Logano, Kevin Harvick[®] and Carl Edwards, making an impressive four Wiley X-sponsored racers among the starting field of 16 top-performing NASCAR drivers — quite literally, the best of the best.

"This has been a remarkable season for Matt, and this latest victory will propel him into the Sprint Cup Championship races on a high note," said Wiley X Co-Owner Myles Freeman, Jr. "All of us at Wiley X are proud of him, and excited to watch this year's championship unfold. With Matt, Joey, Kevin and Carl all representing Wiley X, we're bursting with pride — as well as confidence that one of these four top athletes will possibly be crowned 2015 Champion," added Freeman.

Top NASCAR drivers trust Wiley X sunglasses to provide crystal clear vision and high-velocity protection on the track and off. Wiley X glasses are stylish and comfortable for everyday wear, yet they meet demanding ANSI Z87.1 High Velocity and High Mass Impact Safety standards (as well as EN.166 Standards) for true OSHA-grade protection. Wiley X is the only premium sunglass brand with this level of vision protection in every pair of adult glasses it makes. For nearly 30 years, Wiley X has been a leading provider of protective eyewear for U.S. military, law enforcement, professional fishermen and other high-performance athletes.

Almost all Wiley X eyewear models are also Rx-ready, ideal for people who need the protection of Wiley X with corrective prescription lenses. Wiley X's innovative DIGIFORCE™ digital Rx lens technology provides wearers with superior prescription accuracy and clarity, along with the widest possible field of vision.

To track Kenseth, Logano, Harvick and Edwards as they compete for NASCAR's ultimate prize — or learn more about the company's full line of sunglasses providing Absolute Premium Protection — visit 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.

