

NEWS RELEASE



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STYLISH NEW AXON SHADES JOINS GROWING DVX™ SUN + SAFETY LINE FOR WORK AND PLAY

New Sunglass Combines Bold Styling, Crystal-Clear Vision and Advanced, Rx-Ready Eye Protection

The stylish new Axon has joined the DVX™ Sun + Safety line, a full family of advanced eyewear products inspired by NASCAR champion Jeff Gordon and sold exclusively through Walmart Vision Centers nationwide.

The new Axon provides a unique combination of good looks, comfortable all-day wear and clear vision that will enhance any activity. The Axon also provides DVX's proven ANSI-Z87 High Velocity and High Mass Impact rating, for occupational-grade protection at work or play. Combined with DVX's 100% UV protection rating and available polarized lenses, the Axon is an ideal choice for eye protection on the job, on the water, on the open road, or anytime you're out-of-doors.

The Axon is also available with a wide range of prescription lenses through Walmart Vision Centers. Standard Axon models can accommodate prescription lenses from +2/-2, while the Axon featuring DVX's Rx Rim System can handle prescription lenses from +5/-7. Together, these two prescription options meet the needs of a wide variety of wearers, making the Rx-Ready Axon a versatile eyewear choice for anyone who needs corrective lenses.

In addition, the Axon is offered in two other bold styles. One combines a fashionable Gloss White frame paired with Silver Flash lenses that are both versatile and eye-catching. Another matches a classic Matte Black frame with Polarized Grey lenses featuring DVX's 8-layer polarization process to eliminate distracting glare and reflected light. This glare-cutting performance of these lenses make the polarized Axon a perfect choice for watersports, driving, motorcycle riding or anytime you're working or playing in a harsh, highly reflective environment.

Whichever version Axon they choose, wearers will enjoy high-performance features like soft rubberized nose pads and temple tips, for a secure, comfortable fit during any activity and in all kinds of conditions.

The new Axon joins a DVX Sun + Safety Line that has expanded both in size and popularity. A big reason for DVX's success is the brand's ongoing partnership with NASCAR champion Jeff Gordon. DVX glasses are also affordably priced (\$48 for non-polarized and \$78 for polarized models), bringing this advanced vision protection technology within reach of more people coast to coast. DVX shades 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. NASCAR champion Jeff Gordon will continue to promote the DVX brand and thrill racing fans around the world as he competes for the checkered flag in his iconic No. 24 Chevrolet.

Walmart Vision Centers are located in more than 2,600 stores nationwide and offer free vision screenings in-store as well as a free 12-month guarantee on all frames and lenses. For more information, visit dvxeyewear.com.

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