

# NEWS RELEASE

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## **WILEY X® SPONSORED DRIVER KEVIN HARVICK® CONTINUES HIS TORRID PACE, CLAIMING SECOND CONSECUTIVE WIN AND FOURTH STRAIGHT IN PHOENIX**

### **2014 NASCAR Champion Dominates Field at CampingWorld.com 500, Leading 224 of 312 Laps**

There are hot starts and there are *hot starts*. Wiley X® sponsored driver Kevin Harvick® is literally writing himself into NASCAR history with his amazing start to the 2015 racing season, coming on the heels of beating racing's best for the 2014 Sprint Cup Championship.

It's been 41 years since any NASCAR driver has rattled off a string of successful races like Harvick has over the end of 2014 and beginning of this year. He didn't just win the CampingWorld.com 500 at Phoenix International Raceway March 15th; he added another building block to his growing legend. Dating back to November, Harvick has notched seven consecutive Top 2 finishes, including four victories. The last driver to string together seven straight Top 2 finishes was all-time NASCAR legend Richard Petty. Here's another fact to mull — dating back to the Sprint Cup Chase last season, Harvick has won five of the last 10 races.

And Harvick has been particularly dominant at Phoenix, where he has won four straight times, five of the last six and a NASCAR-record seven overall. Harvick's dominance of the field (and some say racing overall) was on clear display in the desert Sunday, as he led for 224 of the race's 312 laps.

"This is indeed a thrill ride for all of us at Wiley X, and it gets more and more exciting as the victories and great finishes pile up," said Wiley X Co-Owner Myles Freeman, Jr. "We're very proud to be working with Kevin, as well as all our sponsored drivers. You can bet our eyes will be glued to the track each weekend as our company roots for these amazing athletes. It's both humbling and rewarding to know we play a role in their success," Freeman added.

Wiley X driver Joey Logano has been on a hot streak of his own (kicking the year off by winning the Daytona 500), and his 8<sup>th</sup> Place finish in Sunday's Phoenix Sprint Cup Series race means there are two Wiley X sponsored drivers — Harvick and Logano — currently sitting #1 and #2 atop the 2015 Sprint Cup standings. Logano also won Saturday's Xfinity Series race at Phoenix, dominating the field while leading for all but 24 of laps. Crossing the finish line behind Logano were Matt Kenseth and Harvick, giving Wiley X drivers a dominating 1-2-3 finish for the race.

Wiley X is the eyewear of choice for these and other top NASCAR drivers because it delivers crystal clear vision and high-velocity vision protection in the most challenging conditions. Wiley X shades are stylish and comfortable for everyday wear, yet they meet demanding ANSI Z87.1 High Velocity and High Mass Impact Safety 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 the ongoing successes of Wiley X's team of sponsored NASCAR drivers during 2015 — or just learn more about the company's full line of sunglasses for use on the road, on the job or in the Great Outdoors, visit [www.wileyx.com](http://www.wileyx.com). Or contact Wiley X at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842.

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