

NEWS RELEASE



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WILEY X[®], INC. INTRODUCES YOUTH FORCE™ WX FLASH FOR KIDS

New Model Part of Youth Sports Protective Eyewear Line, is Rx-Ready, Easily Converts to a Goggle and is ASTM F803 Rated

Global protective eyewear leader Wiley X[®], Inc. has unveiled its new WX Flash, part of the company's all-new Youth Force™ line of Rx-Ready sports protective eyewear for kids.

There are four colors of the new Flash frame, all with an eye size of 48 to suit younger boys and girls with smaller face sizes. Designed with style and comfort in mind, the Flash makes serious sports eye protection “cool” — so youngsters will want to wear these glasses every time they play, practice or just hang out with friends.

Parents will appreciate the fact that these glasses meet stringent ASTM F803 Sports Protective Eyewear standards for state-of-the-art eye protection while playing soccer, basketball, racquetball and a range of other sports.

A unique feature of all Youth Force frames is the ability to quickly change from spectacles to goggles, and then back again. With the simple push of a button, wearers can easily remove the temples and replace them with the included adjustable elastic strap. All frames also come equipped with a removable elastic button strap that plugs into the temple tips for a snug fit.

The Youth Force line is the first eyewear collection developed by Wiley X especially for younger wearers. These youth-oriented products benefit from Wiley X's decades of experience protecting the vision of soldiers, law enforcement, factory workers, NASCAR drivers and others who face extreme challenges every day.

Flash Model YFFLA01 is perfect for athletic young girls, with a fashionable Rock Candy Pink frame and contrasting white accents. Flash Model YFFLA02 features a Royal Blue and Lime Green frame. For a more stealthy sports look, Flash Model YFFLA03 features a Graphite and Black frame. And for those who want to make a bold statement, Flash Model YFFLA04 features an eye-catching Matte Black frame with an Electric Blue Lightning design.

Another important feature common to all Wiley X Youth Force glasses is their Rx-Ready design. This makes the new Flash a perfect choice for young athletes who need vision correction along with superior eye protection, on the field and off. Wiley X's advanced DIGIFORCE™ digital Rx lens technology ensures superior prescription accuracy and visual clarity, along with the widest possible field of clear vision. This type of sharp vision over a wide area is not only important for athletic performance, but also for everyday activities enjoyed by youngsters.

To learn more about Wiley X's new Flash frames for young boys and girls — or the entire Youth Force Sports Protective Eyewear line from Wiley X — contact the company at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at www.wileyx.com.



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