

NEWS RELEASE



CONTACT

Jonina Costello // jcostello@full-throttlecom.com

Jason Bear // jbear@full-throttlecom.com

805.529.3700

WILEY X[®] SPONSORED DRIVER MATT KENSETH DOMINATES PURE MICHIGAN 400, LEADING FOR 146 OF 200 LAPS

Kenseth's 34th Career Victory Cements Strong Position In Sprint Cup Championship Standings

Wiley X[®] sponsored NASCAR driver Matt Kenseth dominated the field at the Pure Michigan 400 August 16 at Michigan International Speedway, leading the Sprint Cup Series race for 146 of its 200 laps. Kenseth started in the lead, held that lead for most of the day and, in the end, finished with his third Sprint Cup victory of the season by a margin of 1.7 seconds. So dominating was Kenseth's performance, he led for 73% of the race laps, the highest percentage by anyone in a Sprint Cup race this season.

The win was Kenseth's third of this season and 34th career trip to Victory Lane. This has been shaping up as a potential championship season for Kenseth, who currently sits 3rd in the Sprint Cup Championship point standings, immediately ahead of fellow Wiley X drivers and 2015 season standouts Kevin Harvick[®] (4th) and Joey Logano (5th). Carl Edwards, also sponsored by Wiley X, is likewise having a strong season and currently ranks 11th in the Sprint Cup Standings.

Several Team Wiley X drivers benefited from strong performances at the Pure Michigan 400. It was Harvick who chased Kenseth to the checkered flag for a 2nd Place finish. Edwards maintained his position in the point standings by notching a 6th Place finish at Michigan International Speedway, one spot ahead of Logano in 7th.

"As it has been all season, our sponsored drivers continue to prove their excellence week after week," said Wiley X Co-Owner Myles Freeman, Jr. "One week it's Matt. Another week it's Joey. And then it's Kevin earning a victory burnout. It's very exciting and fun to watch. We couldn't be prouder of all the drivers we sponsor, and are looking forward to what the rest of the season and the championship races will bring," Freeman added.

Wiley X is the eyewear of choice for 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 (as well as EN.166 Standards) for occupational-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 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. 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.

