**WILEY X® INTRODUCES NEW-FOR-2017 WX IGNITE**

**New Active Lifestyle Series Sunglass is Made for Fun and Sun**

A hot new style is joining the popular Active Lifestyle Series sunglass family from Wiley X®, Inc. — the new-for-2017 WX Ignite. These glasses provide the stylish good looks, clear vision and state-of-the-art protection serious outdoor enthusiasts need, whether they’re paddling down a wild river, mountain biking a steep trail, climbing a rock face, or just relaxing at the beach with friends.

The new WX Ignite features a stylish and functional wrap-around frame design for optimum coverage and superior peripheral vision, and is offered in two versions to suit the needs of outdoor sports enthusiasts. Model #ACIGN09 combines this streamlined Matte Black frame with glare-cutting Polarized Blue Mirror lenses that are ideal for fishing, kayaking, sailing and other water sports activities. With their advanced 8-layer polarization and optical clarity, these lenses also make the WX Ignite a great choice for driving, cycling, or any activity in bright, highly reflective environments.

Wiley X also offers WX Ignite Model #ACIGN01 — a “Black Ops” edition that pairs an understated Black Matte frame with versatile Smoke Grey lenses. This is a great choice for those who want stealthy, “all business” looks combined with the ability to work hard and play hard with confidence, whether on city streets, country roads or mountain trails.

Both versions of the new WX Ignite deliver what Wiley X has been famous for 30 years — state-of-the-art protection that goes far beyond the harmful rays of the sun. The new WX Ignite meets stringent ANSI Z87.1 High Velocity and High Mass Impact Safety standards, providing OSHA-grade vision protection for every outdoor activity. Wiley X is the only premium sunglass brand with this level of safety in every adult style it makes —a key reason why the company is a leading provider of protective eyewear to the U.S. military and law enforcement, and why top NASCAR drivers, Elite Series tournament anglers and other athletes rely on the protection of Wiley X when they perform.

The new WX Ignite — like almost all Wiley X sunglass styles — is also Rx-Ready using Wiley X’s exclusive DIGIFORCE™ digital Rx lens technology. This technology ensures superior prescription accuracy and unparalleled visual clarity over the widest possible field of vision, great news for men and women who need the advantage of prescription lenses while they enjoy the Great Outdoors.

To learn more about the new-for-2017 WX Ignite Active Lifestyle Series sunglasses, or Wiley X’s complete line of eyewear offering Absolute Premium Protection, visit online at [www.wileyx.com](http://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***](http://www.full-throttlecommunications.com)***.***

    