

# NEWS RELEASE



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## WILEY X<sup>®</sup>, INC. RAISES ITS GAME WITH NEW WX PEAK

### New Active Series Model Available in Three Versions To Suit Range of Outdoor Activities

Eyewear innovator Wiley X<sup>®</sup>, Inc. has added a new model to its 2015 line-up, providing outdoor enthusiasts and sunglass wearers of all types with a bold new choice when it comes to crystal clear vision and state-of-the-art eye protection. This newest member of the popular Active Series family — the WX Peak — comes in three Rx-ready versions, each with frame/lens colors paired to deliver stunning good looks, sharp, distraction-free vision and, most importantly, Wiley X's battlefield-proven protection during any outdoor activity.

As the name implies, Wiley X's Active Series frames are built for action with lightweight, yet nearly indestructible construction and a secure, comfortable fit thanks to soft rubberized nose bridges and/or temple gloves. Whichever new WX Peak model people choose, they'll benefit from all-day wearing comfort and 100% protection against the sun's damaging rays. In addition, new WX Peak shades meet ANSI Z87.1-2010 High Velocity and High Mass Impact Safety standards, providing OSHA-grade protection against a wide range of dangers encountered in the Great Outdoors. Wiley X is the only major sunglass brand with this level of protection in every adult style it offers, a key reason why the company is a leading provider of protective eyewear for the U.S. military, law enforcement, champion NASCAR drivers, elite professional series bass anglers and others who perform in challenging conditions.

One version of the WX Peak pairs a classic Gloss Black frame with distinctive Silver Flash lenses for a cool-as-ice look that can go anywhere. With its versatile Grey tint and stylish good looks, this WX Peak is perfect for a wide range of activities on the job, out on the town or in the outdoors.

Wiley X also offers two versions of the WX Peak that feature their Filter 8™ polarized lenses which combine eight unique layers of lens technology. One version matches a unique Gloss Layered Tortoise frame with Polarized Amber lenses for a look that definitely stands out in a crowd. The glare-cutting properties of these advanced lenses make them ideal for wear on the water, on the road or in any high-glare environment.

The third WX Peak features an understated Matte Black frame outfitted with Polarized Blue Mirror lenses. The tint, reflective surface and glare-reducing properties of these lenses make them ideal for fishing, helping anglers "read" the water, locate fish-holding structure and target fish by sight in the shallows and flats. They are also great for general boating and watersports, as well as driving, bicycling and other outdoor sports.

Like almost all Wiley X eyewear styles, the new WX Peak is Rx-ready, making it an ideal, no compromise choice for active people who require corrective lenses. Wiley X's exclusive DIGIFORCE™ digital Rx lens technology enhances prescription accuracy and clarity, ensuring clear vision over the widest possible field of view.

To learn more about the new Active Series WX Peak — or Wiley X's full line of premium protective eyewear for work or play — contact Wiley X, Inc. at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at [www.wileyx.com](http://www.wileyx.com).



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