

# NEWS RELEASE



Contact • Jonina Costello [jcostello@full-throttle.com](mailto:jcostello@full-throttle.com) • Jason Bear [jbear@full-throttle.com](mailto:jbear@full-throttle.com) • Phone 805.529.3700

## WILEY X,® INC. LAUNCHES NEW DVX® SUN AND SAFETY SUNGLASS BRAND TO BE SOLD EXCLUSIVELY THROUGH WALMART VISION CENTERS NATIONWIDE

### NASCAR Legend Jeff Gordon Will Be the Face of New Brand Combining Superior Performance, Advanced Eye Protection and Great Value

Performance eyewear innovator Wiley X®, Inc. has announced plans to launch a new brand of quality sunglasses — DVX® — focused on the heart of America's sports, outdoor recreation and safety markets, to name a few. This entirely new product line will be available exclusively through Walmart Optical Centers in March of 2012 nationwide and will be backed by two important things no other sunglass manufacturer can match — Wiley X's background in developing advanced, military and safety-grade eye protection, and the endorsement of NASCAR legend Jeff Gordon.

Gordon will be the face of the new "Wiley X inspired" DVX brand, featured in a variety of promotional and advertising materials. Gordon took the NASCAR Cup Series by storm back in 1992 when he raced onto the scene driving his Hendrick Motorsports No. 24 DuPont Chevrolet. Gordon's success over the ensuing two decades helped him collect an array of personal awards and accolades. More importantly, Gordon's efforts helped drive the popularity of NASCAR to new levels, across America and around the globe. Today, Gordon is third on the all-time list with 85 career victories — and with the 2012 racing season marking Gordon's 20<sup>th</sup> campaign with DuPont as his primary sponsor, he has nowhere to go but up.

DuPont also plays an important role in the construction of the new DVX sunglass line, making the tie-in with Gordon even stronger. These glasses are constructed using DuPont™ Hytrel® thermoplastic polyester elastomer, an advanced material that combines the flexibility of rubbers, the strength of plastics and the formulation of thermoplastics. Despite their affordable retail pricing (\$48 for non-polarized and \$78 for polarized models), every pair of new DVX sunglasses bears the stringent ANSI-Z87.1-2003 High Velocity Impact rating, providing wearers with the best possible protection against a wide range of dangers found in the great outdoors, on the open road or at the jobsite. In addition to OSHA-grade vision protection, DVX glasses provide 100% protection against the sun's harmful UVA/UVB rays and 100% polarization for glare-cutting performance while driving, boating or fishing.

"I'm excited about my association with DVX Eyewear," said Gordon. "They're stylish and their products have a direct manufacturing connection with DuPont materials, so to me it was a 'no brainer.' We're going to work with them on the R and D side to further advance their technology. I'm learning that not all sunglasses are the same, so it's comforting to know that I'll be representing and wearing one of the safest products on the market," he added.

The DVX brand will make its debut on Gordon at this year's Daytona 500 and will include 25 stylish designs (5 that are Rx-capable) that will appeal to men and women of all age groups. "With a truly unique combination of fashion, function and protection, DVX sunglasses will be ideal for every type of outdoor activity and every lifestyle," said Wiley X President of Sales and Co-Owner Myles Freeman, Jr. "We're honored to be working with a progressive retailer such as Walmart, and to have the promotional support of a racing icon like Jeff Gordon. With the strength of this new product and the universal appeal Jeff brings to the table, we anticipate great things ahead for the DVX brand," added Freeman.

Walmart Vision Centers offer free vision screenings in-store and a free 12-month guarantee on all **Frame and Lenses**. With Vision Centers located in over 2,500 Walmart stores nationwide, it's easy to get the convenient, affordable vision care you need. Find your local, in-store [Walmart Vision Center](#).

To learn more about the new DVX line of affordable top-quality sunglasses, contact the company at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: 888-DVX-3292 or 888-329-3292 • Or visit online at [www.dvxeyewear.com](http://www.dvxeyewear.com).

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