

NEWS RELEASE

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WILEY X[®], INC. REMINDS AMERICANS TO HONOR THE TRUE MEANING OF MEMORIAL DAY

More Than Just The Kickoff of Vacation Season, It's A Time to Remember The Millions Who Sacrificed Everything For Our Freedoms

On Monday, May 25, Americans coast to coast will celebrate Memorial Day with picnics, parades and perhaps a family trip to the lake or seashore. These are all wonderful family activities, and engaging in them is a big part of what makes Memorial Day such a unique American holiday. The real significance, however, runs much deeper.

As a veteran-founded company with a nearly 30 year history working with America's military, Wiley X[®] has never lost sight of the real meaning behind this significant day of remembrance. "We are so blessed and enjoy so many freedoms in this country that it can be easy to take them for granted," said Wiley X co-founder Myles Freeman, Jr. "That makes it even more important at times like this to stop and truly appreciate the sacrifices of Americans who've given their lives to protect our country and the world. Our nation, and our planet, would be a completely different place if not for these brave men and women who deserve our honor and gratitude," added Freeman.

For more than a quarter century, Wiley X has been a leading provider of state-of-the-art vision protection for military, law enforcement and other tactical users. All adult Wiley X sunglasses meet stringent ANSI-Z87.1 High Velocity and High Mass Impact Safety standards, providing OSHA-grade protection for a wide range of activities. Selected Wiley X models also carry the latest updated MIL-PRF-32432 (GL) Standard for ballistic eye protection.

Wiley X was founded on the principle that all Americans deserve the best possible protection for their eyes, whether they're on duty, on the job, on the road or just relaxing on the weekend. Wiley X is the only premium eyewear brand that delivers this level of protection in every adult sunglass style it makes, and this reputation for quality and safety has helped the company grow into a full-line brand serving many markets.

Most Wiley X sunglass models are Rx-Ready and, thanks to Wiley X's exclusive DIGIFORCE[™] digital Rx lens technology, will provide wearers with superior prescription accuracy, visual clarity and the widest possible field of vision.

To learn more about Wiley X's full line of sunglasses providing Absolute Premium Protection for men and women across America, visit Wiley X, Inc. at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at www.wileyx.com.

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