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NEWS RELEASE

WILEY X® EYEWEAR REMINDS US ALL TO FOCUS ON AMERICA'S FALLEN HEROES THIS MEMORIAL DAY

For 30 years, Wiley X®, Inc. has stood for two things — providing America's fighting men and women with the most advanced eye protection possible and recognizing the very real sacrifice our brave soldiers and their families make to serve our country.

This is particularly true for the many thousands who have made the ultimate sacrifice defending our nation and its freedoms. For this reason, Wiley X always makes it a point to emphasize the true meaning behind Memorial Day, one of America's most significant national holidays.

"Americans see Memorial Day as the unofficial start to the summer vacation season, and a great chance to spend time with family away from the pressures of work," said Myles Freeman, Jr. Co-Owner of Wiley X. "It is both of these things, for certain, but we can't lose sight of the deeper meaning behind the holiday. As the saying goes, freedom isn't free. In fact, it comes at a great cost. This special holiday is about taking time out to reflect on our fellow countrymen who have paid the ultimate price, so that we can enjoy the freedoms we hold so dear," added Freeman.

It was back in 1987 that Wiley X began engineering advanced vision protection equipment for soldiers. Today, the company has grown into a leading global provider of protective eyewear for military, law enforcement and other tactical users, as well as factory workers, motorcycle riders, young athletes, fishermen, hunters and outdoor sports enthusiasts of all kinds. All adult Wiley X sunglasses meet stringent ANSI-Z87.1 High Velocity and High Mass Impact Safety standards, as well as EN.166 Standards, providing OSHA-grade protection for a wide range of activities. Wiley X is the only premium sunglass brand with this level of protection in every adult sunglass model it makes. Many models also carry the latest updated MIL-PRF-32432 (GL) Standard for ballistic eye protection, delivering military-grade vision protection for Americans enjoying their everyday lives.

Almost all Wiley X sunglass models are also Rx-Ready using the company's exclusive DIGIFORCE™ digital Rx lens technology for superior prescription accuracy, visual clarity and the widest possible field of vision.

"We never forget what — and whom — we make our glasses for, and how important it is to protect the precious gift of sight," said Freeman. "Please pause to remember our brave fallen heroes this Memorial Day — and show special gratitude to any man or woman who is currently serving our country or has served in the past."

For more information on Wiley X's complete line of eyewear products for American heroes and everyday Americans, contact 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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