

NEWS RELEASE



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KYLE BUSCH CONTINUES HIS DOMINATION WITH SWEEP OF BRICKYARD NASCAR RACES

DVX-Sponsored Driver Wins XFINITY Series and Sprint Cup Series Races On Same Weekend at Legendary Indianapolis Motor Speedway

How do you top winning the NASCAR XFINITY Series Lilly Diabetes 250 from the pole position at Indianapolis Motor Speedway, probably the world's most famous 2.5-mile oval? If you're DVX-sponsored NASCAR driver Kyle Busch, you go right back out, win the pole position again and take the checkered flag at the NASCAR Sprint Cup Series Crown Royal 400 at the Brickyard the very next day. In doing so, Busch set a Brickyard record for laps led and became the first driver to ever sweep both a NASCAR Sprint Cup Series and NASCAR XFINITY Series race from the pole in the same weekend.

As if this record-setting accomplishment wasn't impressive enough, Busch pulled off this same one-two punch last year, winning both Brickyard races back-to-back in 2015. To say he and his crew have Indianapolis Motor Speedway dialed-in would truly be an understatement. Many racing experts felt that last year's Crown Royal 400 win launched Busch to the 2015 Sprint Cup Series championship crown he is currently defending, and it's no surprise this year has a feeling of déjà vu. Busch currently sits in 5th Place in the 2016 Sprint Cup point standings.

"I'm at a loss for words to describe just how great Kyle is performing out there, week after week," said DVX Sun + Safety Eyewear Co-Owner Myles Freeman, Jr. "Like all racing fans, all I can do is marvel at his accomplishments and cheer him on as he defends his hard-earned championship title against the best drivers in the world. We're proud to be working with Kyle and pleased to have such a winner on and off the track representing our premium quality protective eyewear," added Freeman.

In Saturday's XFINITY Series race, Busch led for 62 of 63 laps, but had to hold off top performer Kevin Harvick[®] over a two-lap overtime dash to eventually secure a less than half-second victory. In Sunday's Sprint Cup Series race, Busch used his pole position advantage to hold the lead for 149 of the 170 laps, a record for the Crown Royal 400. Due to some late cautions, wrecks and re-starts, it also required two overtime laps to decide the race. This time, Busch pulled away strongly and crossed the finish line in an impressive 2.126 seconds ahead of his Joe Gibbs Racing teammate Matt Kenseth.

It was earlier this season that DVX announced Busch as the public face of the company's eyewear line, and since then he has proven to be the hottest driver in NASCAR. You don't have to be a professional racecar driver to benefit from the crystal clear vision and advanced eye protection DVX provides. With many comfortable styles to choose from, these premium sunglasses are ideal for working, driving, riding motorcycles, bicycling or enjoying any other outdoor activity. All DVX sunglass models meet tough ANSI-Z87 High Velocity and High Mass Impact Safety standards, providing true OSHA-grade vision protection for people who enjoy an active lifestyle.

DVX Sun + Safety glasses are constructed from virtually indestructible Triloid™ Nylon, a lightweight material that combines the flexibility of rubbers, the strength of plastics and the formulation of thermoplastics. All DVX styles are designed for good looks, wearing comfort and performance, with features including rubberized nose pads and temple tips for a secure, yet comfortable during for high-action activities.

Even with all this style, protection and versatility, DVX glasses are affordably priced (\$48 for non-polarized and \$78 for glare-cutting polarized models). Almost all DVX Sun + Safety eyewear models are Rx-ready, making them an ideal and versatile option for anyone who needs corrective lenses for work or recreation.

The full line of DVX Sun + Safety eyewear is available in over 2,800 Walmart Vision Centers nationwide. For more information visit dvxeyewear.com.

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