

NEWS RELEASE



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WILEY X® LAUNCHES BOLD NEW WEBSITE

New Online Experience Highlights Different Wiley X Lifestyles and Activities, Makes it Easier to Find the Right Protective Eyewear for Every Need

Wiley X®, Inc. has unveiled a new [website](#) that combines a bold, new look with improved content and organization designed to provide the company's legions of fans around the world with a streamlined, more enjoyable online experience. Visitors can explore Wiley X's premium, Rx-ready sunglass line by Series (Active Lifestyle, Climate Control™, Changeable), or link directly to Wiley X's new, specialized Worksight™ and Youth Force™ lines.

"Our goal was to create a website that instantly engages visitors and invites them inside to explore all that we have to offer and what we mean by Absolute Premium Protection," said Wiley X Co-Owner Myles Freeman, Jr. "Our new site accomplishes all this and more, thanks to a bold new look, thoughtful organization of content and a flow that makes it easy for visitors to find what they're looking for including a dealer near to their geographic location. We couldn't be happier with our new website and customer and dealer input has been overwhelmingly positive," added Freeman.

An enhanced dealer search function is a key component of this new site, helping customers find storefront retailers across North America or around the world at the click of button — while a new Online Dealers link helps users connect to their favorite online sales outlet. Special links make it easy to find prescription Wiley X retailers, and military prescription customers are provided with their own pathway to purchase. The new website also delivers enhanced resources for dealers, including a Resource page, saved re-usable order carts and intuitive Rx ordering.

Visitors are instantly engaged by eye-catching images showing Wiley X sunglasses in action during a wide range of recreational and work activities. Pull-down menus provide easy access to information about Wiley X, its products, the technology behind these products and information about Wiley X's licensed and private label brands, including John Deere® eyewear, Harley-Davidson® eyewear, Remington® eyewear and hearing protection, DVX Sun and Safety eyewear, and 5.11 Tactical® eyewear. The website pull-down menus also provide easy access to media resources and information on top Wiley X-sponsored NASCAR drivers, professional tournament anglers and other athletes. Among the many ways this new site helps to inform and educate visitors include an in-depth explanation of Wiley X's polarized lens technology and videos demonstrating the protective qualities of Wiley X eyewear.

A prominent link leads visitors directly to Wiley X's Tactical Site dedicated to the needs of soldiers, police officers, fire fighters and others who need state-of-the-art APEL, Ballistic-rated and ANSI vision protection, gloves and accessories. Additional links provide in-depth information on Wiley X's new Worksight™ line of fashionable, functional occupational eye protection, as well as its new Youth Force™ line of ASTM F803-rated Sports Protective Eyewear for children and young teen athletes.

All aspects of Wiley X's eyewear products are covered, with a special focus on protection at work or at play. Wiley X sunglasses are made to meet stringent ANSI Z87.1 High Velocity and High Mass Impact Safety Standards for true OSHA-rated vision protection. Wiley X is the only premium sunglass brand with this level of protection in every pair of adult glasses it makes — so it should be no surprise that Wiley X is a trusted provider of vision protection gear to the U.S. military, law enforcement and other tactical wearers around the world.

To view this new website, or to learn more about Wiley X's growing line of advanced eyewear products delivering Absolute Premium Protection — visit www.wileyx.com. Or contact Wiley X at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842.



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