

NEWS RELEASE



CONTACT

Jonina Costello // jcostello@full-throttlecom.com

Jason Bear // jbear@full-throttlecom.com

805.529.3700

WILEY X® ADDS BOLD NEW MODEL TO ITS POPULAR WX VALOR FAMILY FOR 2015

New Color Combination Brings New Sense of Style to Wiley X's Proven Protection

Wiley X®, Inc. is adding a bold new model to its popular Changeable Series WX Valor family for 2015, pairing a new bold, eye-catching Polarized Crimson Mirror lenses with a stylish new Black 2-Tone Changeable Series frame. This combination is a first for any Wiley X sunglass style, delivering a distinctive, fashionable look that sets the wearer apart during any activity in the great outdoors.

This new model (#CHVAL05) joins a full family of WX Valor models, very popular with hunters, shooting sports enthusiasts and tactical users for providing sharp vision and advanced eye protection. As a member of Wiley X's proven Changeable Series, the WX Valor provides wearers with the unique ability to easily switch lenses in the field for optimum vision and performance at all times. With a variety of lens colors and tints to choose from (including the new Polarized Crimson Mirror), the WX Valor is an ideal choice for wear in the field, on the job or out on the town.

All WX Valor models deliver the confidence of Wiley X's Absolute Premium Protection — meeting stringent ANSI Z87.1 High Velocity and High Mass Impact Safety standards, as well as EN.166 Standards. Wiley X is the only premium sunglass brand with this level of vision protection in every pair of glasses it makes. WX Valor sunglasses also meet or exceed the military's stringent MIL-PRF-32432 (GL) ballistic standards for spectacles and goggles. This commitment to protection is a key reason why Wiley X has long been a leading provider of vision protection gear for the U.S. military, law enforcement and other tactical wearers worldwide.

Like almost all Wiley X sunglass models, the WX Valor is also Rx-Ready — providing those who need prescription lenses with the sharp, crystal-clear vision along with state-of-the-art protection. Wiley X's advanced DIGIFORCE™ digital Rx lens technology ensures wearers get superior prescription accuracy and clarity, along with the widest possible field of clear vision.

For more information on the new WX Valor with Polarized Crimson Mirror lenses and Black 2-Tone frame — or the entire WX Valor family for tactical, hunting and shooting—contact Wiley X, Inc. at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at www.wileyx.com.

Get social with us below for a chance to win a free pair of shades and other cool gear.



Editor's Note: For hi-res images and releases, please visit our online Press Room at www.full-throttlecommunications.com

