

NEWS RELEASE



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JEFF GORDON WINS PURE MICHIGAN 400, EARNING 2014 SPRINT CUP POINTS LEAD AND CURRENT FIRST PLACE RANKING

DVX-Sponsored Driver Notches 3rd Victory of The Season Following Re-Start 17 Laps From Finish

DVX™ Sun + Safety Eyewear sponsored driver Jeff Gordon continued his winning ways in what has been a stellar 2014 NASCAR season, earning his latest checkered flag Sunday, August 17 at the Pure Michigan 400 at Michigan International Speedway.

The win marked Gordon's third Sprint Cup Series win of the season and moved him to the top of the 2014 NASCAR Sprint Cup Series driver standings. The victory did not come easy, as Gordon battled for the lead throughout the race with 24-year old Joey Logano. The duo dominated the race, combining for the lead on 153 of the race's 200 laps. Gordon shot to the front on a restart that took place with just 17 laps to go, wrestling the lead from Logano (who eventually finished third) on Turn 1 and never looking back.

Interestingly, Gordon's last win came in a strikingly similar situation—passing Kasey Kahne on another restart 17 laps from the finish, then holding off a determined challenge to earn victory at last month's Brickyard 400. Restarts, which had long been sort of an "Achilles Heel" for Gordon, have become a strong point in his 2014 campaign. Gordon himself credited Crew Chief Alan Gustafson for calling the "perfect race" in Michigan and putting him in the ideal situation to grab and hold the lead on the race's final restart.

Since the DVX Sun + Safety Eyewear line appeared on the scene two years ago, Gordon has been inexorably linked with the brand. His worldwide popularity among NASCAR fans and the general public has helped promote both the DVX name and the need for high-performance eye protection both on the job and at play. All DVX sunglass models carry the stringent ANSI-Z87 High Velocity and High Mass Impact rating, for true OSHA-grade protection. Whether it's on the job site, or when driving, motorcycle riding, boating or enjoying a variety of outdoor activities, DVX sunglasses deliver the clear vision and serious eye protection people need to perform with confidence.

DVX Sun + Safety glasses are constructed from high-tech DuPont™ Hytrel® thermoplastic polyester elastomer, 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 fit, even when the action gets fast and furious.

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. Selected models are also offered in DVX's unique Rx-Rim configurations, allowing them to accommodate a wide range of prescription lens options.

DVX eyewear is available in more than 2,700 Walmart Vision Centers nationwide that offer free vision screenings in-store as well as a free 12-month warranty against manufacturer's defects on all frames and lenses. For more information about DVX Sun + Safety eyewear, visit dvxeyewear.com.

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