



## **WILEY X® HIRES FRANK RESCIGNA AS SENIOR VICE PRESIDENT OF SALES**

### **Brings Wealth of Eyewear and Brand-Building Experience to Important Senior Executive Position**

Livermore, California-based eyewear innovator Wiley X®, Inc. has hired Frank Rescigna to serve as the company's new Senior Vice President of Sales.

Rescigna brings with him a wealth of knowledge and experience in the branding, licensing, sales and operations aspects of the global eyewear industry. His long list of accomplishments includes serving as President of Worldwide Licensing for the Guess? brand, President of Viva International Eyewear, Co-Owner of R Family Eyecare, and President of Marcolin Eyewear.

Rescigna is joining Wiley X in a milestone year for the company, as it marks 30 years in the performance protective eyewear business during 2017. The company that started as a provider of ballistic-rated military vision protection in 1987 has grown into a premium consumer sunglass brand worn by champion world-class stock car drivers, BASS Elite Series tournament anglers, active lifestyle and everyday outdoor enthusiasts. Wiley X has successfully turned its battlefield-based technology and reputation for state-of-the-art protection into a widely recognized and expanding brand serving markets ranging from military/law enforcement to the American workforce, motorcycle enthusiasts, outdoor sports enthusiasts and participants in youth sports.

"We have 30 great years behind us and amazing potential for future growth and expansion ahead of us," said Wiley X Co-Owner Myles Freeman, Jr. "Having a person with Frank's experience, industry understanding and reputation in this senior management position is key to taking this company to the next level. We are excited to bring him on board and for the key role he will have with our company moving forward," added Freeman.

Rescigna is eager to get to work in taking Wiley X to the next level of success. "The Wiley X name is synonymous with premium protection, together with quality, style and innovation," Rescigna said. "This company has a rich heritage and culture, and an extremely talented team of people. I am proud to join the Wiley X family and to be a part of their exciting next chapter," he added.

Wiley X's reputation for advanced protection is well earned. All adult models meet ANSI Z87.1 High Velocity and High Mass Impact safety standards, and many models also meet the military's stringent Ballistic VO impact certification. Almost all Wiley X eyewear styles are also Rx-ready using the company's advanced DIGIFORCE™ digital RX lens technology that ensures superior prescription accuracy and optical clarity over the widest possible field of vision.

To learn more about Wiley X's complete line of eyewear products providing Absolute Premium Protection, visit [www.wileyx.com](http://www.wileyx.com). Or contact Wiley X at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842.

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