

NEWS RELEASE



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WILEY X® INTRODUCES NEW LED LIGHTED FLOOR DISPLAY TO HELP DEALERS PROMOTE AND SELL THE COMPANY'S UNIQUE BRAND OF ABSOLUTE PREMIUM PROTECTION EYEWEAR

Innovative Floor Display Combines Bright LED Lighting with a Clean Look To Deliver Maximum Sales Impact

Wiley X®, Inc. has introduced a new in-store sunglass display developed to help dealers do an even better job of showing, promoting and selling the company's unique brand of Absolute Premium Protection™.

This well-lit locking display is designed to take up minimum floor space while drawing customers' attention to Wiley X's full array of stylish, high-performance eye protection products. The new display has a clean, sharp and high-end look that accentuates the stylish glasses inside. Efficient and attractive LED illumination puts all the products in a bright and positive light drawing attention from customers throughout the store.

Measuring 28.5" W X 15.5" D X 72" H, this versatile new display has the capacity to hold dozens of popular Wiley X eyewear styles both on permanent frame supports and attractive acrylic shelves. Two adjustable, pivoting mirrors accommodate any customer's height. Locking storage underneath the display area provides room for added sales stock and additional styles.

To help existing dealers who currently have a Wiley X display, Wiley X offers an attractive Upgrade Program to ensure existing dealers have this same opportunity to showcase Wiley X products in their new cutting-edge display.

The bold, yet sharp look of this new display will help confirm Wiley X's reputation for advanced vision protection. All Wiley X sunglass models meet stringent safety standards, for true occupational grade protection anywhere customers wear them. Wiley X is the only premium performance sunglass brand with this level of vision protection in every pair of sunglasses it makes. Many Wiley X sunglass models also meet or exceed the military's stringent MIL-PRF-32432(GL) ballistic standards for spectacles and goggles. This commitment to delivering the industry's best vision protection is a key reason why Wiley X has long been a leading eyewear provider for the U.S. military, law enforcement and other tactical wearers worldwide.

For more information on this eye-catching, highly functional sunglass display case — or the company's extensive line of fashionable vision protection products — dealers should contact Wiley X, Inc. at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at www.wileyx.com.

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