

NEWS RELEASE



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TWO NEW DVX™ SUN + SAFETY EYEWEAR MODELS DELIVER SHARP VISION, STYLISH GOOD LOOKS AND SUPERIOR PROTECTION FOR WORK AND PLAY

Versatile New DVX Axon and DVX Mojave Shades Go From Your Work Place to Your “Happy Place” Without Missing a Beat

DVX™ Sun + Safety Eyewear has two important additions for 2016, each combining the serious protection needed on the job with the stylish good looks, comfortable wear and crystal clear vision wearers want on the weekend.

The new DVX Axon is offered with an attractive Gunmetal Grey frame that is a perfect match for the “eye-catching” Silver Flash lenses. This new combination creates a bold look that is ready for any occasion or activity — on the job or off. In the DVX tradition, these glasses protect against the damaging rays of the sun, and much, much more. The DVX Axon also features a soft rubberized nose bridge and temple tips for a secure, yet comfortable fit, even when working up a sweat.

Also new is the DVX Mojave pairing an understated Matte Black Frame with versatile Polarized Grey lenses. Featuring advanced glare-cutting 8-layer polarization and 100% protection against harmful UV rays, this new frame/lens combination is perfect for wear around water, snow, glass and other highly reflective environments. When worn working, driving, or just having fun, this new style provides the visual clarity, comfort and protection wearers need to perform their best.

Both of these new DVX models meet stringent ANSI Z87 High Velocity and High Mass Impact standards, for OSHA-grade protection against a wide range of dangers encountered on the job, on the road or in the Great Outdoors. All DVX frames are fashioned from virtually indestructible Triloid™ Nylon, a lightweight material that combines the flexibility of rubbers, the strength of plastics and the formulation of thermoplastics.

Given this level of vision protection and performance, DVX Sun + Safety eyewear is offered at surprisingly affordable prices. The new DVX Axon with Gunmetal Grey frame and Silver Flash lenses retails for the affordable price of \$48. The new DVX Mojave with Matte Black frame and Polarized Grey lenses retails for just \$78. The fact that these DVX glasses provide the protection of certified “safety glasses” while delivering the comfort, visual performance and good looks for everyday wear makes them an even more compelling choice for people who work hard and play hard.

Both of these new models are also Rx-ready, providing a top-quality, no-compromise solution for those who require prescription lenses for work, driving, or everyday life.

The full line of DVX eyewear is available through Walmart Vision Centers nationwide and carries a 1-year warranty against manufacturer’s defects on all frames and lenses. To learn more about the new DVX Axon with Gunmetal Grey frames and Silver Flash lenses, the DVX Mojave with Matte Black frame and Polarized Grey lenses, or any of the stylish models in the DVX Sun + Safety eyewear line, visit dvxeyewear.com.

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