

NEWS RELEASE



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DVX™ EXPANDS PRESCRIPTION OPTIONS FOR ITS POPULAR SUN+SAFETY EYEWEAR COLLECTION

8 Rx-Ready Models in Various Frame and Lens Colors Now Available Through Walmart Vision Centers, Delivering Advanced Protection, Clear Vision and Jeff Gordon-Inspired Style for Work and Play

DVX™ Eyewear has expanded the prescription lens program for its innovative DVX Sun + Safety line – a full roster of stylish, high-performance sunglasses inspired by NASCAR champion Jeff Gordon and sold exclusively through Walmart Vision Centers nationwide. This expanded Rx program includes several new models and ensures that DVX sunglasses are available to workers and active lifestyle enthusiasts with a wide range of prescription lens requirements.

Most DVX frame styles are now available with prescription lenses ranging from +2/-2 Rx through Walmart Vision Center. Wearers can enjoy crystal clear vision and DVX's ANSI-rated protection at work or at play, along with a wide range of stylish and comfortable frame choices. Among the long list of standard Rx-ready DVX models are the popular Axon, Next and Vizor sunglasses.

For those who need more powerful prescriptions, the company has also expanded its innovative DVX Rim System frames with the addition of three new models designed to accommodate lenses from +5.00 to -7.00. New additions to the DVX Rim System family include the Spoiler with Matte Black frame, Axon with White frame, and Noise with Gloss Black frame. These additions give people a choice of 7 different models – each combining the ideal prescription lenses with stylish good looks and the OSHA-grade vision protection the DVX brand is known for.

Both standard and Rim System DVX glasses meet stringent ANSI-Z87 High Velocity and High Mass Impact ratings, as well as ANSI Z87 and ANSI Z80 optical requirements for 100% UV protection, clarity and light transmission. This allows DVX wearers to work and play in the most challenging environments, enjoying both distortion free vision and the confidence of knowing their eyes are protected against a wide range of hazards found on the job or in the great outdoors.

Since its launch in 2012, the DVX Sun+Safety Line has gained rapid popularity with active people across the nation. Even with an affordable retail pricing (\$48 for non-polarized and \$78 for polarized models), DVX shades feature frames crafted from DuPont Hytrel thermoplastic polyester elastomer, an advanced material that combines the flexibility of rubbers, the strength of plastics and the formulation of thermoplastics. NASCAR champion Jeff Gordon will promote the DVX brand and thrill racing fans around the world as he competes for the checkered flag in his iconic No. 24 Chevrolet. Gordon will continue to be the face of DVX Sun+Safety eyewear as it expands its prescription program.

Walmart Vision Centers are located in more than 2,600 stores nationwide and offer free vision screenings in-store as well as a free 12-month guarantee on all frames and lenses.

All DVX Eyewear is backed by a 2-year warranty against manufacturing defect in materials and workmanship. For more information, visit dvxeyewear.com.

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