

NEWS RELEASE



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NEW POLARIZED WX TIDE SUNGLASSES FROM WILEY X[®], INC. MADE FOR FRESH AND SALTWATER FISHING ACTION

New Climate Control[™] Models Combine Stylish Good Looks, State-of-the-Art Protection and Superior Vision on the Water

Whether they're competing in freshwater bass tournaments, casting to a rising rainbow, prowling the flats or hunting big game offshore, the best anglers know the importance of being able to "read the water."

Eyewear innovator Wiley X[®] has introduced two new-for-2015 models engineered to give anglers an advantage over any species they hunt, as well as other fishermen. The new WX Tide is available in two frame/lens combinations perfect for a variety of fishing styles and marine environments. And as members of Wiley X's popular Climate Control[™] Series, both these new models deliver a level of comfort and protection ideal for all day wear on the water.

New WX Tide Model #CCTID04 pairs a unique Matte Hickory Brown frame with Polarized Venice Gold Mirror lenses, for a distinctive look anglers will want to wear everywhere. With their Amber tint, Gold Mirror coating and Wiley X's advanced 8-layer polarization, these lenses provide the glare-cutting performance needed to detect changes in the bottom, spot cruising fish or pick up the subtle glimmer of bait under the water's surface. In addition, the Amber lenses help enhance contrast in the cloudy, grey or hazy light conditions often encountered on the water.

WX Tide Model #CCTID09 matches Wiley X's Gloss Black frame with Polarized Blue Mirror lenses. These lenses feature Wiley X's advanced polarization along with a versatile Green tint to deliver sharp vision and glare-cutting performance in a wide range of environments. With Wiley X's Blue Mirror reflective surface, these lenses excel when fishing offshore and when working in bright conditions. Wiley X polarized lenses are engineered to help anglers spot redfish prowling the flats, mahi-mahi cruising a weed line or stripers working a school of bait, giving them a distinct advantage on the water.

There are plenty of polarized fishing glasses on the market, but none with Wiley X's reputation for vision protection. All adult Wiley X eyewear styles meet stringent ANSI-Z87.1 High Velocity and High Mass Impact Safety standards, for true OSHA-grade protection on the water. While wearing these new WX Tide shades, anglers can fish with confidence knowing their eyes are protected whether blasting across the lake at 60 mph or dodging a heavy lure flying back at the boat.

Like all Climate Control styles, the new WX Tide features Wiley X's patented, removable soft-foam Facial Cavity[™] Seal to block out wind, dust and peripheral reflected light while enhancing polarization. This design creates a comfortable, distraction-free environment for anglers' eyes, so they can focus on the job of finding and catching fish. Both of these new styles are also Rx-Ready, easily outfitted with prescription lenses made with Wiley X's DIGIFORCE[™] digital Rx lens technology. This makes the new WX Tide a perfect, no-compromise solution for serious fishermen who need corrective lenses.

To learn more about the new polarized WX Tide shades for anglers — or the company's full line of high-performance eyewear delivering Absolute Premium Protection — visit 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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