



WILEY X® TO SHOWCASE EXCITING NEW MODELS, CELEBRATE 30 YEARS OF INNOVATION AT 2017 SHOT SHOW

Special “Happy Hour” Events, Meet & Greet With Craig Morgan Set for January 18-19 in Booth #32211

Tactical eyewear innovator Wiley X®, Inc. has big plans for the upcoming 2017 SHOT Show in Las Vegas, both in the area of new product introductions and special activities planned to celebrate reaching the landmark of 30 years in business.

Wiley X will be introducing a range of new products of interest to shooters and hunters at SHOT Show, including the WX Enzo, a member of Wiley X’s innovative Climate Control™ Series, and two new-for-2017 Active Lifestyle Series styles — the WX Ignite and WX Nash. Each of these new models is offered in a range of frame/lens combinations designed to provide outdoor enthusiasts with sharp, distraction-free vision and state-of-the-art protection in the most extreme conditions.

Wiley X will also be unveiling three popular sunglass models now featuring the unique styling and outdoor functionality of Kryptek® camouflage. Booth visitors will be among the first to see the Climate Control™ WX Boss with a Kryptek® Highlander® frame, the WX Valor with a dark Kryptek® Typhon™ frame, and the Active Series WX Omega featuring a Kryptek® Neptune™ camouflage frame. In addition to these new sunglass models and new camouflage frames, Wiley X will also be showcasing their Remington licensed eye and hearing protection products.

Perhaps the biggest news at this year’s SHOT Show is Wiley X’s 30th Anniversary, an occasion the company will recognize with special Happy Hour parties in the Wiley X exhibit (**Booth #32211**) **January 18 and January 19 from 1:30 to 5:30 p.m.** These events will present a great opportunity for people to mingle with industry friends, see all the latest gear from Wiley X, and enjoy a cold beer served in commemorative, collectible stainless steel cups bearing Wiley X’s new 30th Anniversary logo. As if all this weren’t enough, both days will also feature a special meet & greet with country singer/songwriter **Craig Morgan**. In addition to his music career, Morgan is host of the popular Outdoor Channel adventure series *Craig Morgan: All Access Outdoors*. He will be in the Wiley X booth to chat with fans from **1:30-2:30 on both the 18th and 19th.**

“We’re extremely proud to mark 30 years of serving the shooting industry and protecting the vision of people across America and around the world,” said Wiley X Co-Owner Myles Freeman, Jr. “We encourage our many friends, business partners and the outdoor media to stop by and hoist up a cold one with us during the show.”

All adult Wiley X sunglasses meet stringent ANSI Z87.1 High Velocity and High Mass Impact Safety standards, providing OSHA-grade protection for every type of outdoor activity. Selected models also meet the latest updated MIL-PRF-32432 (GL) Standard for ballistic eye protection. This level of advanced protection is the primary reason why Wiley X has been a leading provider of eyewear to the U.S. military, law enforcement and other tactical wearers for three decades.

For more information about Wiley X products and activities at SHOT Show — or the company’s full line of sunglasses offering Absolute Premium Protection for 2017 — visit www.wileyx.com. Or contact Wiley X at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842.

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