

# NEWS RELEASE

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## **WILEY X® UNVEILS A BEVY OF BOLD NEW EYEWEAR STYLES FOR 2016**

### **New Active Series, Climate Control and Changeable Series Models Offer Absolute Premium Protection for Wide Range of Activities**

Leading eyewear innovator Wiley X, Inc. is adding five new models to its product line-up for 2016, delivering bold styling, sharp, distraction-free vision and state-of-the-art eye protection. These exciting new Rx-ready eyewear options cover three of Wiley X's most popular collections — the Climate Control Series, Active Lifestyle Series and Changeable Series.

The new WX Boss and WX Sleek are both Rx-ready and part of the innovative Climate Control Series, featuring Wiley X's patented, removable Facial Cavity™ Seal that blocks out wind, debris and peripheral light. The CCBOS01 Boss model combines a Gloss Black frame with “eye-catching” Silver Flash lenses (featuring Smoke Grey tint). The CCBOS04 Boss model features Wiley X's Amber tinted Polarized Venice Gold Mirror lenses paired with a Matte Black frame. In addition to looking great for any activity, this version is ideal for wear around water, while driving, or in any reflective environment. The CCBOS03D Boss model features Wiley X's unique Rx rim system for expanded Rx capabilities.

The new Climate Control WX Sleek is also offered in two configurations — the CCSLE01, featuring a fashion-forward Matte Violet frame paired with Silver Flash lenses, and the CCSLE02, combining an understated Matte Black frame with Smoke Grey Lenses. Both the WX Boss and WX Sleek deliver clear vision for a wide variety of outdoor activities, while keeping the wearer's eyes protected and comfortable.

Two new Active Lifestyle Series styles — the WX Hudson and WX Omega — are Rx-ready and ideal for people who enjoy outdoor activities ranging from kayaking to beach volleyball to hiking and mountain biking. The ACHUD03 Hudson model matches a Gloss Black frame with Wiley X's popular Smoke Grey lenses. Those who prefer Wiley X's glare-cutting polarization will enjoy the ACHUD05 Hudson model that features a Matte Black frame outfitted with Green tinted, Polarized Platinum Flash lenses.

The ACOME01 Omega is available in a Black Ops edition pairing Smoke Grey lenses with a Matte Black frame (and black-on-black WX logo). The ACOME07 Omega model features advanced Polarized Emerald Mirror lenses fitted into a Matte Black frame. Both WX Omega models feature a soft rubberized nose bridge, ensuring that these stylish, comfortable glasses stay put, even during hot and sweaty outdoor activities.

Also joining Wiley X's 2016 product family is the new Rx-ready Changeable Series WX Rogue, delivering a clean line of sight, superior coverage and excellent peripheral vision. Changeable Series glasses are known for their unique ability to quickly and easily switch lenses to provide optimum vision and performance under a wide range of light conditions and situations.

The new WX Rogue is offered in two- or three-lens interchangeable kits featuring Wiley X's T-Shell™ scratch resistant and Foil™ anti-fog coated Selenite™ polycarbonate lenses. The WX Rogue's lightweight Matte Black half-frame features an adjustable wire core rubberized nose bridge for a secure, comfortable fit.

These new models uphold Wiley X's long-standing reputation for Absolute Premium Protection — each meets ANSI Z87.1 High Velocity and High Mass Impact Safety Standards for OSHA-rated vision protection. The WX Rogue also meets U.S. military MIL-PRF-32432 (GL) standards for ballistic eye protection. Wiley X is the only premium sunglass brand with this level of protection in every pair of adult glasses it makes — a key reason why the company is a long-time provider of vision protection gear to the U.S. military, law enforcement and other tactical wearers.

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Almost all Wiley X eyewear styles are also Rx-ready using the company's innovative DIGIFORCE™ digital Rx lens technology, providing a state-of-the-art, no compromise vision protection solution for active people who require prescription lenses.

To learn more about these new Climate Control, Active Series and Changeable Series sunglasses for 2016— or Wiley X's complete line of advanced eyewear products providing wearers with Absolute Premium Protection — visit [www.wileyx.com](http://www.wileyx.com). Or contact Wiley X at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842.

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