

# NEWS RELEASE

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## WILEY X,<sup>®</sup> INC. SUPPORTS NATIONAL YOUTH SPORTS SAFETY MONTH

### Annual April Program Seeks Ways to Make Young Athletes Safer, Reduce Sports-Related Injuries

Many of today's most popular youth sports, including basketball, soccer and tennis, present a wide range of dangers to the eyes of young athletes. It's for this reason that Wiley X — a company known for protecting the vision of combat soldiers, law enforcement personnel, factory workers and NASCAR drivers — supports National Youth Sports Safety Month, an annual education and outreach effort designed to protect youngsters against all sorts of sports-related injuries.

This same desire to protect our nation's young athletes is the inspiration for the company's recently launched ASTM F803 rated Youth Force™ line of sports protective eyewear. "Wearing protective eyewear all the time — not just some of the time — is the key to preventing eye injuries while playing sports," said Wiley X Co-Owner Myles Freeman, Jr. "We designed our new Youth Force line to be something that kids will want to wear, with bold colors, graphics and styling that fit their lifestyle and their sense of fashion," he added.

The new Youth Force line consists of four models — the WX Flash, WX Victory, WX Fierce and WX Gamer — each designed to meet the fit, comfort and vision protection needs of a particular age group. In addition, all Youth Force glasses are designed to quickly change from spectacles to goggles with the simple push of a button. The Youth Force line features an Rx-ready design, making it ideal for young athletes who need prescription lenses along with advanced eye protection on the field or court. Wiley X's advanced DIGIFORCE™ digital Rx lens technology enhances prescription accuracy and clarity, providing clear vision over the widest possible field of vision.

"We strongly support the goals of this worthy program and will continue to expand our focus on protecting kids," said Freeman. "Participation in youth sports is an important part of growing up and helps develop young boys and girls into well-rounded adults. Still, we owe it to our youngsters to always be pushing for new ways to make athletic participation as safe as possible," added Freeman.

A driving force behind this ongoing effort to prevent youth sports related injuries is STOP (Sports Trauma and Overuse Prevention) Sports Injuries, a non-profit organization initiated in early 2007 by the American Orthopedic Society for Sports Medicine. The STOP Sports Injuries educational initiative includes public service announcements, posters, DVDs, brochures/fact sheets, electronic newsletters and an interactive, information-packed website at [www.stopsportsinjuries.org](http://www.stopsportsinjuries.org).

To learn more about Wiley X's Youth Force Sports Protective Eyewear line — or the company's entire line of advanced eyewear products providing clear vision and protection — contact Wiley X, Inc. at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at [www.wileyx.com](http://www.wileyx.com).



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