



WILEY X[®], INC. MARKS 30 YEARS OF DEFENDING EYESIGHT

Born on the Battlefield, Company Has Grown Into Leading Eyewear Innovator Protecting Military, Law Enforcement, Outdoorsmen, Workers and Youth

Back in 1987, Wiley X[®] founder and military veteran Myles Freeman, Sr. launched a small, but innovative company to develop shatterproof, impact-resistant eyewear for the brave men and women of the U.S. military. At the time, his sons and current Wiley X owners Dan Freeman and Myles Freeman, Jr. were just kids helping their dad out in the warehouse, trying to meet the growing demand for Wiley X's premium quality eyewear.

Fast forward 30 years, and today Wiley X has evolved into a manufacturer of premium sunglasses worn not just by soldiers, but also by champion world-class stock car drivers, BASS Elite tournament anglers, active lifestyle and everyday outdoor enthusiasts around the world. Over its three-decade history, Wiley X continued to expand its relationship with the U.S. military as a top provider of eyewear and cut-resistant protective gloves for soldiers, law enforcement and other tactical users. It also used the valuable experience it gained to innovate new products and make this protection available to a broader audience. One example of this innovation is Wiley X's exclusive Climate Control[™] technology, featuring a soft, removable Facial Cavity[™] seal that blocks out wind, debris and reflected light for enhanced vision and comfort.

"We have been blessed with success over these many years — a credit to our entire Wiley X team from top to bottom," said Myles Freeman, Jr. "We have worked very hard to expand our presence, our product line and our brand across different markets and around the world. Even more importantly, we've achieved this growth while remaining true to our heritage and our core value, which is protecting the precious gift of sight," added Freeman. All adult

Wiley X eyewear styles meet ANSI Z87.1 High Velocity and High Mass Impact safety standards. Many also meet the military's stringent Ballistic VO impact certification.

Indeed, the Wiley X product range has grown in both size and scope, addressing the need for advanced vision protection across a range of important target audiences. In addition to expanding its ballistic eyewear collections for military and law enforcement and stylish models for fishing, hunting and general outdoor use, Wiley X introduced new families like its Worksight[™] line for protecting workers in factories, construction, landscaping and other dangerous occupations. This innovative family combines state-of-the-art eye protection with wearing comfort and a sense of style not typically associated with "safety glasses."

Wiley X also recently introduced its popular Youth Force[™] line, a protective sport eyewear collection designed for boys and girls ages 6 to 13+. The key to the success of Youth Force is not only meeting rigorous ASTM F803 Sports Safety Standards, but also designing these glasses in styles and fun color combinations children will actually want to wear.

In addition to these specialized eyewear families, Wiley X has also launched successful collaborations with iconic brands Harley Davidson, John Deere, Remington and 5.11 Tactical, creating new frame/lens combinations to meet the specific performance needs of motorcycle enthusiasts, farmers/landscapers and shooting enthusiasts.

Another facet of Wiley X's sustained growth has been the company's dedication to meeting the prescription eyewear needs of people across all walks of life. The vast majority of Wiley X styles are Rx Ready using the company's advanced DIGIFORCE[™] digital Rx lens technology to ensure superior prescription accuracy and visual clarity over the widest possible field of vision.

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“As proud as we are to have 30 great years behind us, we’re even more excited about what the future holds,” added Freeman. “We will continue to work hard at applying what we’ve learned on the battlefield to benefit as many people as possible — and make the best vision protection available to the broadest audience.”

To learn more about the entire Wiley X family of innovative eyewear products, contact Wiley X at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at www.wileyx.com.

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