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WILEY X® CROWNED BEST SUNGLASSES AT EFTTEX 2017

Wiley X has strengthened its reputation as the leading manufacturer of protective, polarized eyewear by winning the Best Sunglasses, Headlamps and Headwear Award at Europe's biggest fishing tackle trade show EFTTEX.

Wiley X® entered the EFTTEX Best New Product Awards for the first time in its history at this year's show in Budapest Hungary (June 29th to July 1st) with the brand new version of its popular WX Boss Climate Control sunglass, featuring new Kryptek® Highlander® camouflage. The company beat off competition from sunglasses and eyewear brands around the world to win the award, as voted for by a panel of highly knowledgeable judges at the show.

Wiley X EMEA Vice President and Outdoor Director, Thomas Wæver, was understandably delighted with the award, he said: "On behalf of all at Wiley X I'm both thrilled and honored that the Wiley X Boss model in Kryptek® style was worthy of entering this prestigious category at the EFTTEX show in Budapest. This year was the first year Wiley X has entered the best new sunglasses category. The category was represented by some of the best sunglasses in the world, so winning the Best New Product award for sunglasses was nothing less than a dream come true."

"We are honored to be representing this title for the next year. But we would never have won this award if we didn't have hard working distributors pushing our unique brand forward throughout all of EMEA, as well as having passionate anglers using our polarized eyewear on a daily basis. Finally, I would like to thank all who voted for Wiley X – thank you for your trust. In return, we will work even harder to push forward great new styles for 2018."

The new WX Boss combines Wiley X's advanced Polarized Venice Gold Mirror Lenses with a frame dressed in Kryptek® Highlander® camouflage. Unlike traditional leaf and stick camouflage, Kryptek's design incorporates micro and macro layering inspired by artillery camouflage netting. The result is a 3D appearance on a 2D surface and the ability to increase stealth while pursuing a wide range of quarry in mixed terrain.

To deliver the sharp vision needed to stalk fish from the river banks or on the water, this unique frame is fitted with Wiley X's Polarized Venice Gold Mirror Lenses. These lenses combine an Amber tint, 12% light transmission and advanced 8-layer polarization for superior glare cutting performance in highly reflective environments. Wiley X's T-Shell™ coating resists scratching in extreme environments, ensuring long-term durability in real-world outdoor conditions.

Like all models in Wiley X's popular Climate Control™ sunglass family, this new version of the WX Boss features a patented, soft removable Facial Cavity™ seal that blocks out peripheral light, wind and airborne debris. This exclusive design provides wearers with enhanced vision, improved eye comfort and superior protection in the Great Outdoors.

The Wiley X name is known around the world for Absolute Premium Protection, so the WX Boss is more than a match for any fishing or outdoor challenge. Wiley X's shatterproof Selenite™ Polycarbonate lenses provide 100% protection against harmful UVA/UVB rays and distortion-free clarity. These glasses meet stringent ANZI Z87.1 High Velocity and High Mass Impact safety standards for OSHA-grade protection, providing state-of-the-art vision protection for anglers and other outdoor adventurers. Wiley X is the only premium sunglass brand with this level of protection in every adult style it makes, a key reason why the company has been a leading provider of protective eyewear to the U.S. military, law enforcement and other tactical users around the world for 30 years.

Like almost all Wiley X sunglass styles, the WX Boss in Kryptek® Highlander® camo is prescription ready. This level of visual performance combined with the most advanced eye protection available makes the WX Boss a great choice for outdoor sportsmen and adventurers who need prescription lenses.

About Wiley X:

Wiley X is one of the leading manufacturers of protective eyewear in the world and the only premium sunglass brand whose entire sunwear line is ANSI Z87.1-2010 rated and EN.166 certified.

Wiley X provides protective eyewear to military units and law enforcement personnel all around the world including the US Navy, US Army and D.E.A., as well as many EMEA forces. All sunwear models are certified as protective eyewear – and ALL meet or exceed standards not normally used in the fishing industry. Some of the models even meet or exceed the US Military's ballistic tests for impact – the most stringent in the world. This is extremely important as fishermen have lures, flies, spoons and hooks flying in the air at all times, causing facial and eye accidents every day worldwide. To help prescription lens users Wiley X has carefully chosen one of the leading lens manufacturers to provide high quality prescription lenses, which fully comply with European safety standards.

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