**WILEY X® TO HIGHLIGHT EXCITING NEW SUNGLASS MODELS AT ICAST 2016**

**New Climate Control™ and Active Lifestyle Series Shades Provide Anglers With**

**Superior Fishing Vision, Absolute Premium Protection**

Among the full line of sunglasses eyewear innovator Wiley X®, Inc. will display at the upcoming 2016 ICAST show (booth #1021) are four new models sure to “catch” the attention of serious fresh and saltwater fishermen across the country. Each of these new models features Wiley X’s advanced Filter 8™ polarized lens technology, providing anglers with the ability to read the water and spot weedbeds, drop-offs, schools of bait and even fish hanging out under docks.

One of these new styles is the bold Climate Control™ WX Boss featuring the Wiley X’s patented, removable Facial Cavity™ seal to block out wind, airborne debris and reflected light while enhancing the fish-spotting benefits of Wiley X’s polarized lenses. With its Matte Black frame and amber-tinted Gold Mirror lenses, the WX Boss gives anglers a unique combination of style and on-water performance. Lightweight and comfortable for all-day wear, the Rx-ready WX Boss is ideal for Medium to Large head sizes.

Three new Rx-ready Active Lifestyle Series styles are also joining Wiley X’s “fishing family” for 2016 — the WX Omega, WX Hudson and WX Rebel with Realtree™ XTRA® Camo Frame. The WX Omega features a rubberized nose bridge for added comfort and non-slip grip during hot and sweaty fishing action. This model’s Matte Black frame — designed for Medium to Large head sizes — is fitted with Wiley X’s amber-tinted Polarized Emerald Mirror lenses.

Wiley X’s WX Hudson matches a clean and classically styled Matte Black frame with Wiley X’s Polarized Platinum Flash lenses. With its green-tinted lenses, the WX Hudson delivers versatile fishing performance across a full range of light and water conditions. The frame, designed for Small to Medium head sizes, features a keyhole bridge design and stylish accent emblems on the temple corners for a comfortable fit and good looks.

Outdoor sportsmen will love Wiley X’s new WX Rebel with Realtree™ XTRA® Camo frame and Polarized Smoke Green lenses. Using proprietary printing technology, this new camo pattern blends perfectly year round in a variety of seasons and outdoor habitats, making it an ideal choice for hunters, shooters and anglers alike. This stylish and comfortable frame is ideal for Medium to Large head sizes.

In Wiley X tradition, each one of these new styles provides protection that goes far beyond the harmful rays of the sun. All adult Wiley X sunglass styles meet stringent ANSI Z87.1 High Mass and High Impact Safety standards, as well as being certified to EN.166 international safety standards, for advanced protection against flying lures, sling shotting hooks and other dangers encountered on the water. Wiley X is the only premium sunglass brand with this level of protection across its product line, a big reason why Wiley X eyewear is worn by top professional anglers such as 2016 Bassmaster Classic Champion Edwin Evers, BASS Elite Series angler Stephen Browning, FLW Pro Bass anglers Scott Ashmore and Cody Kelly, amongst many others.

To learn more about these new 2016 models appearing at ICAST, or the company’s extensive line of advanced eyewear providing fishermen with clear vision and Absolute Premium Protection — visit [www.wileyx.com](http://www.wileyx.com).

***Editor’s Note: For hi-res images and releases, please visit our online Press Room at*** [***www.full-throttlecommunications.com***](http://www.full-throttlecommunications.com)***.***

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