

NEWS RELEASE



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WILEY X,® INC. ADDS NEW FRAME/POLARIZED LENS COMBO TO ITS POPULAR P-17 SHADES

New Active Series Model P-17KA Combines Bold Looks With Clear Vision and Protection

The P-17 has long been one of Wiley X®, Inc.'s most popular sunglass styles — and a new-for-2015 version is designed to appeal to a new audience of active lifestyle enthusiasts.

Wiley X Model P-17KA pairs a stylish Gloss Demi Frame with Polarized Emerald Mirror Lenses. With Wiley X's advanced 8-layer polarization, amber tint and Emerald reflective mirror coating, these lenses provide 100-percent protection against the sun's harmful UVA/UVB rays and clear, distraction free vision for a wide range of activities. The glare-cutting characteristics of these sophisticated lenses make them ideal for fishing, boating, sailing or other watersport activities. They also provide comfortable, clear vision when driving or engaging in any activity in highly reflective environments.

The P-17's Active Series frame features a soft, rubberized nosepiece and temple gloves, for a secure, comfortable fit — even when the action gets hot and intense. Wiley X's unique, adjustable elastic T-Peg Strap (included with each pair) quickly and securely attaches to special slots in each temple piece, providing a comfortable fit that stays in place. This design makes the P-17 (and all Active Series models) perfect for active sports like beach volleyball, cycling, hiking, tennis and more.

Whatever activity they enjoy while wearing the new P-17, people will benefit from Wiley X's state-of-the-art protection. All adult Wiley X sunglasses meet stringent ANSI Z87.1 High Velocity and High Mass Impact Safety standards, providing OSHA-grade protection against a wide range of hazards. This advanced protection is an important reason why Wiley X is a leading provider of protective eyewear for the U.S. military, law enforcement, employer safety programs, champion NASCAR drivers, elite professional series bass anglers and others who need clear vision in challenging conditions.

Like almost all Wiley X eyewear styles, the new P-17 is also Rx-ready, making it an ideal, no compromise eyewear choice for people who need corrective lenses. Wiley X prescription eyewear is made using the company's exclusive DIGIFORCE™ digital Rx lens technology, delivering superior prescription accuracy and clarity while ensuring clear vision over the widest possible field of view.

To learn more about the new P-17 with Polarized Emerald Mirror lenses and Gloss Demi frame — or the company's full line of eyewear designed to provide active people with Absolute Premium Protection — contact Wiley X, Inc. at 7800 Patterson Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at www.wileyx.com.



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