



WILEY X

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For Immediate Release

Wiley X Announces a Brand Refresh and New Products for 2024

Brand enhances commitment to protection, performance and style

FRISCO, Texas (Jan. 18, 2024) - Wiley X, a global leader and pioneer in premium protective eyewear, is excited to announce it will undergo a brand refresh in 2024 that will enhance the company's dedication to protection, performance and style.

As part of this initiative, the brand has refined its values, announced new products, and introduced an updated logo coupled with the new tagline, *Protection for Life*.

“Our mission from day one was to build the world’s best protective eyewear,” said Dan Freeman, CEO and Co-Owner of Wiley X. “Part of that mission is the tireless pursuit of ways to improve our product and our company. That has led us to update our brand by introducing a new logo, refreshed values and all-new innovations in our eyewear.”

Wiley X created the new logo to align the brand's visual identity with its core values and its commitment to safety, performance and style that allows customers to pursue their passions and professions with confidence. The logo features modern typography that updates the overall brand image while incorporating elements that signify trust, innovation and excellence.

The powerful tagline, *Protection for Life*, signifies Wiley X's commitment to providing long-lasting and unyielding protection. It emphasizes Wiley X eyewear as an investment in lifelong protection, whether individuals are pursuing their passions or fulfilling their professional duties.

“Wiley X will still offer the uncompromising protection it is known for but with a refreshed look and energy that excites us for the future,” said Myles Freeman, President and Co-Owner of Wiley X.

The brand has also introduced three new pieces of eyewear for 2024 with the addition of the Founder, Recon and Sierra to the brand’s Active 6 Series of lifestyle glasses. These new frames will be the first to bear the updated logo while also featuring contemporary styling, superior

materials and innovative manufacturing processes that retain the unyielding levels of protection consumers have come to expect from Wiley X.

The refreshed logo and tagline will be introduced across new Wiley X products, marketing materials and online platforms throughout the year. For more information, visit www.wileyx.com.

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About Wiley X

Veteran-founded in 1987, Wiley X has been producing the world's most protective eyewear to various markets that rely on impact resistance for over 30 years. Myles Freeman Sr., a military veteran, started Wiley X to protect the eyes of those who protected America. The company's military heritage helped carve a roadmap for Wiley X in the years to follow for many well-respected weekend warriors. Every adult sunglass style made by Wiley X meets ANSI Z87.1 High Velocity and High Mass Impact Safety Standards, for protection that goes far beyond the harmful rays of the sun. Several styles also meet U.S. military MIL-PRF-32432 (GL) standards for ballistic eye protection, a key reason why Wiley X has been a leading provider of vision protection equipment to the U.S. military and law enforcement for more than 30 years.