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OAKLEY TO DEBUT 3D EYEWEAR WITH SPECIAL TRON: LEGACY FILM EDITION

Premiere Design Celebrates Release of Disney's TRON: Legacy

FOOTHILL RANCH, Calif., October 20, 2010 – Oakley, Inc. today announced the upcoming debut of its innovative new 3D eyewear. A special edition will celebrate the release of *TRON: Legacy*, a much-anticipated Disney 3D film opening in U.S. theaters on December 17, 2010. The new “*TRON*” *Limited Edition 3D Gascan*® by Oakley will give movie audiences the superior technologies developed specifically for Oakley 3D eyewear, assuring a premium 3D experience.

“The premiere of *TRON: Legacy* is a great opportunity for us to introduce moviegoers to the unique innovations of Oakley 3D eyewear,” said Oakley CEO Colin Baden. “This film will be an incredible visual experience, and those who view it with Oakley 3D eyewear will get the most out of it by enjoying the clarity and 3D performance of unparalleled design. We are honored to collaborate with Disney for this special event, and we look forward to opening the world’s eyes to the ultimate 3D experience with Oakley 3D eyewear,” Baden concluded.

“Collaborating with Oakley provided Disney with a great opportunity to interpret the aesthetics and themes of *TRON: Legacy* into cutting edge eyewear for fans to enjoy,” said Stephen Teglas, vice president and general manager of Fashion & Home North America at Disney Consumer Products.

Rendered with signature Oakley style, the new “*TRON*” *Limited Edition 3D Gascan* is accented with graphics that salute the cinematic story. A custom Microclear™ bag will be included for lens cleaning and eyewear storage. In the spirit of making this eyewear edition a collectible, the Microclear bag is also highlighted with graphics inspired by the film.

To engineer Oakley 3D eyewear, Oakley combined its industry-leading frame innovations with lens technologies that maximize the 3D experience by offering unprecedented levels of clarity and visual fidelity. “*TRON*” *Limited Edition 3D Gascan* features HDO-3D™, a collection of proprietary lens innovations that have achieved the first optically correct 3D eyewear on Earth.* Oakley 3D lenses virtually eliminate the ghosting or “crosstalk” between images that reach each eye from one moment to the next, a potential problem with inferior 3D eyewear.



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A second key difference between Oakley 3D eyewear and conventional designs is the lens curvature. Greater curvature around the eyes provides a wider field of view, but without highly precise optics, even a mild curve can cause visual distortion. Oakley technology maintains optical clarity so the wearer can enjoy a wide field of sharp vision. The curvature of Oakley 3D lenses has the added benefit of minimizing distracting glare.

A special rendition of a popular Oakley sunglass frame, *3D Gascan* is designed with a proprietary Three-Point Fit to retain the lenses in precise optical alignment. The fit optimizes comfort by eliminating the unbalanced pressure points common with ordinary frames. Oakley's durable yet lightweight frame makes contact only at the sides of the head and bridge of the nose, and it does not hook the ears like conventional frames made with curved earstems.

TRON: Legacy will introduce a new generation of moviegoers to an entirely new realm of groundbreaking digital effects. *TRON* first appeared on the big screen almost 30 years ago and created a digital world that was ahead of its time. With the release of the newest installment, this elaborate world will be reimagined and expanded.

"*TRON*" Limited Edition 3D Gascan will be available in November for U.S. \$150 through select Sunglass Hut, Oakley Stores and www.Oakley.com.

Oakley 3D lenses were developed to deliver a prime entertainment experience in cinemas that utilize passive polarization, the technology found in most 3D theaters. Oakley is also pursuing partnerships with manufacturers of home 3D systems that utilize passive polarization technology. This will allow consumers to use the same eyewear for home and cinema 3D entertainment.

Oakley will also release a "TRON" commemorative sunglass based on a design from the company's Elite Collection of ultra-premium products. This non-3D eyewear is a special edition of Oakley Elite Pit Boss® and features HDPolarized lenses with High Definition Optics® (HDO®). Engineered with ultra-lightweight titanium plates, the frame is embellished with graphics inspired by *TRON: Legacy*.

Oakley 3D glasses are optimized for indoor cinema application and not intended for outdoor use. The technology in 3D polarization is not ideal for normal daily outdoor use and will not provide the same level of performance as sunglasses.

Visit Oakley.com to learn more about the company's [optical innovations](#).



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About TRON: Legacy

“TRON: Legacy” is a 3D high-tech adventure set in a digital world that’s unlike anything ever captured on the big screen. Sam Flynn (Garrett Hedlund), a rebellious 27-year-old, is haunted by the mysterious disappearance of his father Kevin Flynn (Oscar®- and Golden Globe®-winner Jeff Bridges), a man once known as the world’s leading video-game developer. When Sam investigates a strange signal sent from the old Flynn’s Arcade — a signal that could only come from his father —he finds himself pulled into a digital world where Kevin has been trapped for 20 years. With the help of the fearless warrior Quorra (Olivia Wilde), father and son embark on a life-or-death journey across a visually-stunning cyber universe — a universe created by Kevin himself that has become far more advanced with never-before-imagined vehicles, weapons, landscapes and a ruthless villain who will stop at nothing to prevent their escape.

“TRON: Legacy” is directed by Joseph Kosinski and produced by Sean Bailey, Jeffrey Silver and Steven Lisberger. The story is by Eddy Kitsis & Adam Horowitz and Brian Klugman & Lee Sterntal, and the screenplay is by Eddy Kitsis & Adam Horowitz, based on characters created by Steven Lisberger and Bonnie MacBird. Presented in Disney Digital 3D™ and IMAX® 3D and scored by Grammy Award®-winning electronic music duo Daft Punk, “TRON: Legacy” hits theaters on December 17, 2010.

About Oakley, Inc.

Established in 1975 and headquartered in Southern California, Oakley is one of the leading sports brands in the world. The holder of more than 600 patents, Oakley is continually seeking problems, solving them with inventions and wrapping those inventions in art. This philosophy has made Oakley one of the most iconic and inimitable brands on the market, with innovations that world-class athletes around the globe depend on to compete at the highest level possible. Oakley is famed for its insuperable lens technologies such as High Definition Optics® (HDO®) which is incorporated into all Oakley sun and prescription eyewear, and goggles. Oakley has extended its leadership position as the world’s leading sports eyewear brand into apparel, footwear and accessories collections. Laser focused on the consumer, Oakley has both men’s and women’s product lines that target Sports Performance, Active and Lifestyle consumers. Oakley is a subsidiary of Luxottica Group (NYSE: LUX; MTA: LUX). Additional information is available at www.oakley.com.

**Conventional non-prescription lenses that are designed and manufactured with inferior technologies may cause visual distortion due to deficiencies including refractive power, optical astigmatism and prismatic power. Oakley technology addresses these deficiencies, allowing the company to offer the first optically correct 3D eyewear on Earth.*



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