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OAKLEY RELEASES NEW [SUNGLASSES](#) MADE OF AEROSPACE ALLOY
Lifestyle Design Engineered for Premium Comfort and Peerless Style

FOOTHILL RANCH, Calif., November 1, 2010 – Oakley, Inc. today announced the release of the *JURY*™ [sunglass](#), a new lifestyle design composed of an aerospace aluminum alloy. A special rendition of *JURY* will be available exclusively at Sunglass Hut for a limited period.

“Oakley strives to seamlessly blend the best of science and art, and this new [sunglass](#) raises the bar for both,” said Oakley CEO Colin Baden. “We wanted *JURY* to be made of metal but still provide the comfort of a lightweight design. The grade of aluminum used by machine industry mills was nowhere near our targeted profile, so we turned to the aerospace industry. The chosen alloy was originally engineered to take the punishment that aircraft and space vehicles endure, and we shaped it with styling that brings a fresh, self-assured look. *JURY* is science wrapped in art, the hallmark of Oakley innovation,” Baden concluded.

A special edition of Oakley *JURY* [sunglasses](#) will be available exclusively at Sunglass Hut locations beginning November 4, 2010. Matched with Ice Iridium® lenses, the frame has a finish called “Distressed Silver.” This unique style will be a Sunglass Hut exclusive for 90 days. To promote the new Oakley release, the 5th Avenue Sunglass Hut (5th Avenue and 48th Street, New York) will feature a special exhibit of *JURY* along with the lineage of Oakley design innovation in eyewear. The exhibit will run from November 3, 2010 – November 9, 2010 and will be open to the public during normal business hours.

Oakley faced technical challenges in the design and production of the aluminum alloy frame. Milling and machining tolerances had to be within a thousandth of an inch. Custom engineering was required to achieve the spring hinge mechanisms. For the optics of the dual-lens frame, the company wanted the look of a continuous contour. This required the equivalent of cutting each



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Oakley Releases New Sunglass Made of Aerospace Alloy / Page 2

lens set from single toric shields. Polaric Ellipsoid™ lens geometry was utilized to maintain sharp, accurate vision for all angles of view.

To provide the ultimate in optical performance and protection, *JURY* [sunglasses](#) feature High Definition Optics® (HDO®). With Oakley HDO®, *JURY* exceeds all Z87.1 standards for optical clarity and precision established by the American National Standards Institute (ANSI). In addition, the eyewear meets all ANSI Z87.1 standards for high mass and high velocity impact resistance. Testing for the impact series includes a metal spike — more than a pound of weight — dropped from over four feet, as well as a quarter-inch steel shot traveling at 102 miles per hour.

Enhanced with Unobtainium® stem sleeves that increase grip when the wearer perspires, *JURY* is designed for a Three-Point Fit that optimizes comfort by ensuring the frame makes contact only at the bridge of the nose and the sides of the head. This differs from conventional frames that hook the ears and fit with unbalanced pressure points. Oakley's proprietary Three-Point Fit also serves by holding the lenses in precise optical alignment.

The pure Plutonite® lenses of Oakley *JURY* filter out 100% of all UVA, UVB, UVC and harmful blue light up to 400nm. Optional Iridium lens coating balances light transmission and reduces glare. *JURY* is also available with premium HDPolarized lenses that block 99% of reflected glare. *JURY* can be matched with Oakley Authentic Prescription Lenses (+2.00 through -3.00 combined power) with a wide range of available options.

Design renditions in the initial release of *JURY* include a Distressed Grey frame finish with Warm Grey lenses, Distressed Brown with Dark Bronze lenses, Distressed Silver with Ice Iridium lenses, Matte Black with Dark Grey lenses, Distressed Silver with Black Iridium HDPolarized lenses, and Matte Black with Black Iridium HDPolarized lenses.

Visit Oakley.com to learn more about the company's lifestyle products and sport performance innovations.

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



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Oakley Releases New Sunglass Made of Aerospace Alloy / Page 3

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 [sunglasses](#), prescription eyewear, and goggles. Oakley has extended its leadership position as the world's leading sports [sunglass](#) 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. Additional information is available at www.oakley.com.



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