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**OAKLEY 3D GLASSES GAIN REALD® CERTIFICATION**  
***RealD 3D Technology Most Widely Used in Cinemas Around the World***

**FOOTHILL RANCH, Calif., February 15, 2011** – [Oakley](#), Inc. today announced that the company's [3D glasses](#) have been granted official certification by RealD Inc. (NYSE: RLD), a pioneer in today's digital [3D cinema](#). RealD is the world's most widely used 3D cinema technology, and Oakley's RealD certified glasses will complement and optimize the 3D entertainment experience for audiences all over the globe.

"RealD certification is another step toward our objective of aligning the entire industry to the best technologies possible for 3D glasses, and Oakley will provide those technologies," said Oakley CEO Colin Baden. "Oakley has no intention of being just another player in the realm of 3D glasses. We will lead the industry as the hallmark of innovation and our icon will be synonymous with leading edge performance."

"Oakley is an iconic brand known worldwide for delivering innovative eyewear," said Joseph Peixoto, President of Worldwide Cinema at RealD. "This certification validates that Oakley eyewear meets RealD's high standards of quality and are compatible with RealD 3D-equipped theatres around the world, giving moviegoers the option of seeing their next RealD 3D film in style and comfort uniquely Oakley."

Baden continued, "We are honored to be granted certification from the world leader and leading global licensor of stereoscopic technologies. RealD is defining the cutting edge of 3D motion picture entertainment, and Oakley 3D lenses will deliver an unrivaled experience in RealD cinemas. We look forward to expanding our roster of products and partnerships as Oakley sets the standard for optical performance in 3D," Baden concluded.



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## ***Oakley 3D Glasses Gain RealD Certification / Page 2***

To engineer its uniquely designed 3D glasses, Oakley combined its proprietary frame innovations with lens technologies that maximize the 3D experience. The company is planning to offer a range of 3D glasses. Premium editions in the line, including the new Oakley 3D Gascan<sup>®</sup>, will take advantage of the company's new HDO-3D<sup>™</sup> technology, making them the first optically correct 3D glasses ever made. ("Optically correct" should not be confused with prescription glasses, as it applies to non-corrective lenses.)

RealD 3D technology delivers a realistic and fully immersive entertainment experience in motion picture theatres around the world. The extensive intellectual property portfolio of the company enables a premium 3D viewing experience in the cinema, the home and elsewhere. In addition to 3D cinema and consumer electronics, RealD technologies have also been used for applications such as piloting the Mars Rover.

Unlike shutter-based 3D systems, Oakley 3D glasses hold no batteries and therefore require no recharging. To allow consumers to use the same glasses for home and cinema 3D entertainment, Oakley is pursuing partnerships with manufacturers of home 3D systems that utilize passive polarization.

As the world's first optically correct 3D glasses, premium designs in the new Oakley line will maximize visual clarity and fidelity by virtually eliminating refraction, optical astigmatism and distortion caused by prismatic power. These deficiencies can undermine the performance of conventional 3D glasses.

Oakley 3D glasses provide truer alignment of 3D images by virtually eliminating the ghosting (also known as "crosstalk") between the images that reach each eye from one moment to the next. In addition, the company's 3D glasses are the first ever made with high-wrap curvature. This extends the wearer's field of vision and virtually eliminates glare and reflections.

Oakley 3D lenses offer an uncompromising degree of color fidelity, allowing the wearer to see what the director had in mind for every shot. The frames are made of durable yet lightweight materials, and they offer the comfort of a proprietary Three-Point Fit. This exclusive Oakley innovation holds the lenses in precise alignment while eliminating pressure points common with ordinary frames.



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Oakley 3D glasses are optimized for indoor cinema application and are not intended for outdoor use.

Oakley 3D glasses are sold through premium optical distribution channels in North America and parts of Europe.

Visit [Oakley.com](http://Oakley.com) to learn more about the company's [optical 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 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. Additional information is available at [www.oakley.com](http://www.oakley.com).

### ***About RealD Inc.***

RealD Inc. is a leading global licensor of 3D technologies. RealD's extensive intellectual property portfolio is used in applications that enable a premium 3D viewing experience in the theater, the home and elsewhere. RealD licenses its RealD Cinema Systems to motion picture exhibitors that show 3D motion pictures and alternative 3D content. RealD also provides its RealD Display, active and passive eyewear, RealD Format and gaming technologies to consumer electronics manufacturers and content producers and distributors to enable the delivery and viewing of 3D content. RealD's cutting-edge 3D technologies have been used for applications such as piloting the Mars Rover. For more information, please visit our website at [www.reald.com](http://www.reald.com).

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