

FOR IMMEDIATE RELEASE:

VALENTINO ROSSI CHOOSES OAKLEY

MotoGP Champion Respects Innovation of Company's Eyewear

FOOTHILL RANCH, Calif., March 9, 2011 – Oakley, Inc. today announced that MotoGP icon Valentino Rossi has joined the Oakley family as a brand ambassador. One of the most successful motorcycle racers of all time, Rossi respects the unbeatable performance and unrivaled style of Oakley eyewear.

“Valentino’s thirst for adrenalin fits the Oakley brand perfectly,” said Scott Bowers, SVP of Global Marketing and Brand Development at Oakley. “He continually pushes performance to the limit, and he respects the fact that we earned our authenticity by doing the same. In all the sports that demand the best vision possible, world-class athletes depend on Oakley eyewear technology for the ultimate in performance and protection. Valentino respects and appreciates that fact. In addition to his record-breaking successes, he is known for his outgoing nature, and Oakley style speaks to his unique personality. We are honored that he has joined us to serve as a brand ambassador,” Bowers concluded.

TV journalists refer to Rossi as “The Greatest of All Time.” He is known for putting impossibly high expectations on himself, as well as his equipment. “I chose to work with Oakley because they share my ambitious nature,” said Rossi. “Their focus on technology and innovation is what makes the quality of Oakley products so exceptional.”

Rossi’s current favorite is Oakley’s Holbrook sunglass. He is working with the company’s designers to develop his own version of the classic style, and it will be known as the *V46 Signature Holbrook*. As brand ambassador, Rossi will be the face of the company’s Icon campaign in Italy and Spain.

Rossi has nine Grand Prix World Championships to his name, a record seven of which are in the premier class. He has cemented his status as a motorcycle icon with more than a hundred career wins so far. He currently holds the record of 79 wins in 500cc/MotoGP.



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



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