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FERNANDO ALONSO JOINS OAKLEY FAMILY

Two-Time Formula One World Drivers' Champ Respects Oakley Innovation

FOOTHILL RANCH, Calif., June 21st, 2011 – Oakley, Inc. today announced that Fernando Alonso has joined the Oakley family of pro racers. A two-time world champion, the Formula One racing driver will serve as an ambassador for Oakley in Europe and around the world.

"We are proud to have Fernando join the Oakley family," said Olaf Dunz, Brand Director at Oakley EMEA. "Formula One is the number-one motorsport in the world, a fusion of speed and spectacle that demands the ultimate in skill. A natural born talent, Fernando is committed to excellence, and it's an honor to have him represent our brand. He's a true individual and he carries his own style beyond the track, so he respects the art of Oakley design as well as the performance. All told, Fernando is a perfect fit for our blend of science and art, and he will play an integral role in expanding Oakley's reach in the sport," Dunz concluded.

"I choose Oakley as this is a legitimate brand which has been supporting a select group of Elite athletes around the globe for many years. Associating myself with world-class and prestigious brands has been a major part of my career and racing strategy from the beginning," said Alonso. "Oakley has vision – continually striving for excellence through technology and innovation... traits which are of paramount importance to world class athletes including drivers within F1 circles."

Oakley eyewear offers the best in clarity and visual fidelity to maximize performance and safety while reducing eye fatigue. The company's High Definition Optics® (HDO®) is a collection of proprietary innovations that provide razor sharp vision at all angles of view, as well as superior impact protection and 100% UV filtering. Oakley eyewear is available with a range of optional Iridium® lens coatings that balance light transmission to boost visual contrast



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and improve depth perception. Those who require prescription correction can take advantage of Oakley True Digital™ technology which optimizes the performance of lenses that curve at the sides to extend peripheral vision.

Called “the prodigy of prodigies,” Alonso became the youngest driver to win a Grand Prix, achieving victory in Hungary at the tender age of 22. Just two years later, he captured his first Formula One World Drivers’ Championship and finished the season with seven wins, six polls and 15 podiums. He earned the title of world champion again the following year, and his 2006 season included seven wins, six polls and 14 podiums. With his determination and talent, Alonso is considered among such Formula One greats as Michael Schumacher, Alain Prost, Ayrton Senna and Nelson Piquet.

Alonso is wearing Oakley Fuel Cell™ sunglasses in a custom design as he prepares for the next race.

In addition to Alonso’s two world titles, he has amassed 26 victories, 20 poles and 63 podium finishes over his Formula One career to date. He is ranked fifth in the World Drivers’ Championship standings after seven races this year, so 2011 promises to be another exciting season.

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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