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OAKLEY LAUNCHES “PERFORM BEAUTIFULLY” CONTEST
Opportunity for Women to Share Inspirations

FOOTHILL RANCH, Calif., March 14, 2011 – Oakley, Inc. today announced the launch of a new [contest called “Perform Beautifully.”](#) Running for two months, the contest allows women to share inspirations that fuel their active lifestyle by posting their pictures and videos for the chance to win an Oakley Ambassadorship for a year and a fitness retreat in Napa. Winners will be chosen by Oakley judges and visitors to the website.

“This is a great opportunity for women to express themselves and show the beauty of an active life that makes sport and style one and the same,” said Jennifer Bradley, Women’s Global Brand Director of Oakley. “The [Oakley Women’s Collection](#) erases the line between form and function to bridge the gap between active and attractive. We’re shaping innovation with fashion to bring active women solutions that work with their approach to life, inspiring them to perform beautifully. This contest offers an opportunity for them to inspire others,” Bradley concluded.

Contest entrants must submit photos or a video, and describe how they “perform beautifully” by writing about their outdoor activities, as well as the things that inspire them and keep them fit. Ten winners will be chosen. Each will receive a prize package and the opportunity to become an Oakley ambassador for one year. The prize package includes a fitness retreat in Napa Valley, California, and [Oakley apparel](#) and [sunglasses](#) delivered throughout the year. Including the retreat, each of the ten prize packages has an estimated retail value of \$5000 USD.

The contest launched at 12:00am Pacific Standard Time on March 1st and runs until 11:59pm Pacific Standard Time on April 30th of 2011. This is a women’s only active event and entrants must be 21 or older. No purchase is necessary, but restrictions apply. To enter, visit [performbeautifully.com](#).



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Oakley Launches “Perform Beautifully” Contest / Page 2

Visit Oakleywomen.com to learn more about the company's sport performance and lifestyle innovations for [women](#).

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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