



FOR IMMEDIATE RELEASE

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U.S. ARMY AUTHORIZES ESS CROSSBOW™ SPECTACLES ***U-Rx™ Prescription Insert Also Added to APEL***

Sun Valley, Idaho USA – June 4, 2010

Eye Safety Systems, Inc. (ESS) is pleased to announce that two new ESS products were added to the Department of Defense Authorized Protective Eyewear List (APEL) on May 20 at the Joint Service Advanced Planning Briefing to Industry in Springfield, VA. The ESS Crossbow™ Spectacle Kit and U-Rx™ Prescription Insert join the Profile NVG™ and Land Ops™ goggle systems as authorized eye protection choices for troops to use for training and combat operations.

"The ESS Crossbow and U-Rx represent an exciting new generation of military eye pro with unique features such as high performance anti-fog lenses, universal fit and cross-platform functionality," said Brian Ross, ESS Senior Vice President. "Our design objective was to make these products look great while maximizing performance under the most extreme conditions. The troop response has been extremely positive and we are proud to continue providing the defenders of freedom with purposeful advancements in eye protection."

Crossbow Spectacles

The ESS Crossbow offers a combination of features unlike any other ballistic eyeshield. ClearZone™ FlowCoat dual lens coatings eliminate fog inside and prevent scratches outside. The DedBolt™ Lens Lock System keeps lenses easy to swap yet secure under impact. Tri-Tech Fit™ Technology achieves a broadly universal fit without pressure points. The 2.4mm polycarbonate high-impact lenses feature ESSOPTICS™ for distortion-free optical precision. The Crossbow is built for durability and is certified to ANSI Z87.1+ and U.S. MIL-PRF-31013 standards. More information can be found at www.esseyepro.com/crossbow.

U-Rx Prescription Insert

The ESS U-Rx is the first prescription insert that can be used on multiple APEL brand platforms. The product derives its name from being universal in fit and function between most of the ESS and Oakley products with National Stock Numbers (NSNs). The U-Rx fits into:

- ESS Crossbow spectacles
- ESS ICE and ICE NARO spectacles
- ESS Profile NVG goggles
- Oakley M Frame 2.0 spectacles
- Oakley SI goggles

The unique drop-in design of the U-Rx insert allows the user to quickly insert or remove the prescription lens carrier for interchange between any of the items in these five product families. The U-Rx also features a low-wrap face form angle that minimizes optical distortion for excellent visual acuity. The product is available through the DoD Optometry Electronic Catalog (ECAT) system in two configurations: a single pack or a bulk 25 pack.

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About the APEL

The Authorized Protective Eyewear List (APEL) is comprised of ballistic spectacles and goggles that have been tested and certified to meet or exceed the standards for the U.S. Army. The APEL has been widely accepted and has been adopted in whole or in part for use in all of the U.S. military services. The APEL was created by the Program Executive Office (PEO) Soldier, the organization responsible for virtually everything a Soldier wears or carries.

New APEL Item	ESS Part Number	National Stock Number
CROSSBOW		
ESS Crossbow APEL Spectacle Kit	740-0384	4240-01-583-5742
Clear Replacement Lenses, 10-pack	740-0421	4240-01-583-5748
Smoke Gray Replacement Lenses, 10-pack	740-0420	4240-01-583-5786
Replacement Hard Case	740-0445	4240-01-583-5969
Replacement Frame Kit	740-0446	4240-01-583-5973
U-Rx		
ESS / Oakley U-Rx Prescription Insert, 1-pack	740-0411	6540-01-584-0170
ESS / Oakley U-Rx Prescription Insert, 25-pack	740-0444	6540-01-584-0176

ABOUT ESS:

Established in 1998, Eye Safety Systems, Inc. (ESS) creates advanced eye protection systems for military, law enforcement, and fire/rescue professionals. Designed for the planet's most hostile and unforgiving environments, ESS products feature cutting-edge technologies and patented innovations to ensure peak performance and uncompromised eye safety. Headquartered in Sun Valley, Idaho, ESS is a wholly-owned subsidiary of Oakley, Inc. ESS eye pro is manufactured in Foothill Ranch, California, and sold in over 100 countries. For more information, please visit www.esseyepro.com.

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ESS Crossbow Eyeshield
with Smoke Gray Lens



ESS Crossbow Eyeshield
with Clear Lens and U-Rx Insert

Images Available Upon Request