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**ESS RELEASES NEW 5B™ BALLISTIC SUNGLASS**  
*Military Eyewear Leader's Latest Protective Sunglass Includes  
Safety-Rated Polarized and Corrective Lens Options*

Sept 1, 2011 – Sun Valley, ID USA

ESS (Eye Safety Systems, Inc.) today announced the release of its new 5B™ ballistic sunglass. The leading military eyewear manufacturer's latest product is the result of extensive research and development and offers advancements in form, fit, and function. The 5B™ was meticulously created to offer contemporary style with an exceptional fit that is compatible with helmets and communication devices.

With thirteen years of experience providing eye protection for use in the world's most hostile environments, ESS understands that creating stylish, military-grade eye products is critical to eye safety. The Vision Council reports that 90% of eye injuries are preventable through the use of proper eye protection\*, so the key is to break the barriers to use; namely, the poor aesthetics, imprecise optics and uncomfortable fit that are typical of safety eyewear. ESS sunglasses are designed to the highest military protection, performance, and durability specifications to support peak performance for any wearer without compromising style and comfort.

"The 5B is a perfect fit under any hat or helmet, and its feather-light weight and flawless optics mean you'll probably forget you're even wearing sunglasses," said Brian Ross, ESS General Manager. "It also fits a wider range of both men and women than any other sunglass we've yet made."

The 5B™ is one of the first ESS sunglasses to offer glare-reducing, ANSI Z87.1-2010 premium polarized safety lenses. ESS is also offering a new suite of frame and lens tints; the 5B™ sunglass frame is available in either matte black or matte grey with a range of lens tints including polarized mirrored gray, mirrored gray, mirrored copper and smoke gray. For those requiring optical correction, the 5B™ can be customized with ballistic polycarbonate prescription lenses, available at [www.esseyepro.com](http://www.esseyepro.com).

The 5B™ sunglass is stylish without drawing undue attention – an important characteristic for the military, law enforcement, and firefighting professionals who must often observe uniform or dress code. Standard ESS 5B™ sunglasses are compliant with U.S. MIL-PRF-31013 (Clause 3.5.1.1), ANSI Z87.1 2010 Edition, U.S. Federal OSHA and CE EN 166. Polarized ESS 5B™ sunglasses are compliant with ANSI Z87.1+ 2010 Edition and U.S. Federal OSHA. All 5B™ lenses provide 100% UVA/UVB protection. Visit [www.esseyepro.com](http://www.esseyepro.com) for further details.

In addition, the 5B™ sunglass is featured in a new charitable sales program. The ESS "Remember 9.11" program offers 25% of ESS' sales to the Stephen Siller Tunnel to Towers Foundation, a non-profit organization founded in the name of a firefighter who laid down his own life on September 11th, 2001 at the World Trade Center in order to save the lives of many others. The Tunnel to Towers Foundation

\*The Vision Council, "Eye Safety At-a-Glance", ©2010 and, "Eye Injuries at Home: EyeSmart." American Academy of Ophthalmology. Feb. 2009. Web. 24 June 2010. <<http://www.aao.org/eyesmart/injuries/home.cfm>>

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works to build smart houses for severely-wounded combat veterans, assists the families of fallen public safety officers, and helps injured firefighters recover in burn centers across America. To learn more about this program and see ESS' Limited Edition "Remember 9.11" sunglass line, visit [www.esseyepro.com/remember](http://www.esseyepro.com/remember).

## The ESS 5B™ Sunglass Line



**ESS 5B™ Sunglass**  
with Polarized Mirrored Gray Lens  
Model #: EE9006-03



**ESS 5B™ Sunglass**  
with Gray Frame & Mirrored Gray Lens  
Model #: EE9006-05



**ESS 5B™ Sunglass**  
with Mirrored Copper Lens  
Model #: EE9006-02



**ESS 5B™ Sunglass**  
with Smoke Gray Lens  
Model #: EE9006-06



**5B™ Kit Includes:**  
Sunglass, Microfiber Cleaning Pouch, &  
Zippered Hard Case

ABOUT ESS: Established in 1998, ESS (Eye Safety Systems) 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 is sold in over 100 countries. For more information, please visit [www.esseyepro.com](http://www.esseyepro.com).