

## Wiley X signs historic Russian distribution agreement

**Russia is the latest country to join the Wiley X distributor family after deal signed with NRG Group LLC at EFTTEX 2017 in Budapest.**

Wiley X, one of the world's leading manufacturers of polarized protective eyewear, has further expanded its global distribution with the appointment of NRG Group LLC as its official partner for the fishing market in Russia.

Denmark-based Wiley X EMEA signed the agreement with NRG Group at this year's European fishing trade show EFTTEX in Budapest, Hungary – a show at which Wiley X also won Best New Product Award for its WX Boss with Kryptek colored frame.

Andrey Ralnikov, one of two Managing Partners of NRG GROUP is looking forward to push Wiley X into the Russian fishing market and build up its reputation. He said: *"More and more consumers in Russia seek high quality eyewear for everyday life. The trend in the market is to spend more money on quality products which will last longer and provide high performance. We are pleased and proud to introduce Wiley X to our customers because we believe it is a brand that always has a high priority for quality and maximum eye protection. "We always strive to work with companies with advanced technology and Wiley X is such a company. We are sure that our co-operation will be successful in the future to come. Without any doubt, the Russian market has been waiting for a brand like this for a long time."*

Thomas Wæver, Wiley X EMEA Vice President and Outdoor Director, is equally delighted with the deal. He added: *"Russia has always been an important market for Wiley X and we have had different possibilities to sign distributors for the fishing market in Russia in the past. Though, I have had my doubts towards earlier distributor possibilities and therefore I have never signed with a Russian distributor before. Having followed NRG Group LLC for more than a year and seen how they have managed to grow a great product like Deeper throughout Russia, I was convinced that these guys are the right match. I expect a lot from them, after meeting them at EFTTEX, where we closed the distribution agreement. I'm confident that we will witness a significant growth over the forthcoming months and years. So far they have been extremely professional in their business approach"*

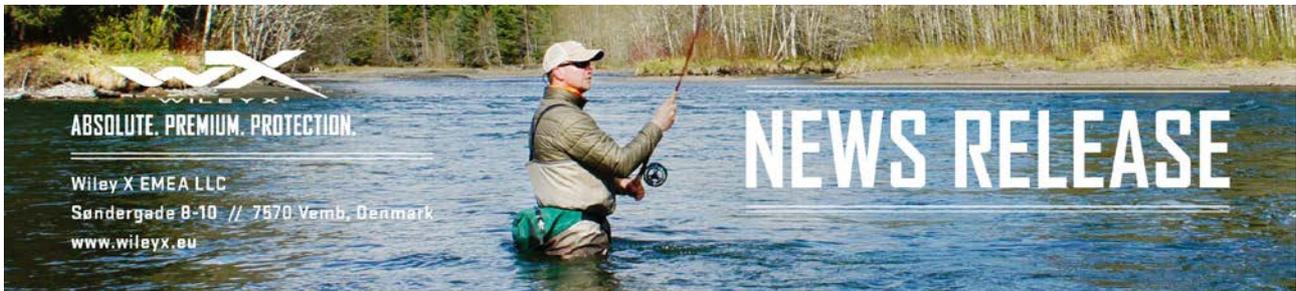


Wiley X provides protective eyewear to military units and law enforcement personnel all around the world including the US Navy, US Army and D.E.A., as well as many European forces.

All sunglass models are certified as protective eyewear – and ALL meet or exceed standards not normally used in the fishing industry. Some of the models even meet or exceed the US Military's ballistic tests for impact, the most stringent in the world. This is extremely important as fishermen have lures, flies, spoons and hooks flying in the air at all times, causing facial and eye accidents every day worldwide.

Picture above showing from left to right: Kiriiil Kuper, Managing Partner NRG GROUP LLC, Thomas Wæver, Wiley X EMEA Vice President and Andrey Ralnikov, Managing Partner NRG GROUP LLC





## About Wiley X:

Wiley X is one of the leading manufacturers of protective eyewear in the world and the only premium sunglass brand, whose entire sunglass line is ANSI Z87.1-2010 and EN.166 certified.

To help prescription lens users Wiley X has carefully chosen one of the leading lens manufacturers to provide high quality prescription lenses, which fully comply with European safety standards.

To learn more about Wiley X's complete line of sunglasses delivering Absolute Premium Protection across the EMEA region visit <http://www.wileyx.eu/>. Or contact Wiley X EMEA LLC at Søndergade 8-10, 7570 Vemb, Denmark. Telephone: +45 96 93 00 45. NCAGE: R5814. DUNS: 311242221.

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