



OAKLEY® AND PATRICK MAHOMES II LAUNCH NEW VIDEO SPOT DEDICATED TO HIS DAUGHTER AND THE NEXT GENERATION OF ASPIRING ATHLETES

The video also previews Oakley's third iteration of Mahomes' Signature Series Collection featuring Sutro Lite, Sutro Ti, first youth sku, Resistor and limited-edition Oakley Kato

Foothill Ranch, California (September 6, 2022) – Today, Oakley® and Patrick Mahomes II announce a new video spot in tandem with the brand's fourth season as the official on-field partner of the NFL. While previewing his upcoming Signature Series Collection, MVP Patrick Mahomes stars in the campaign video, alongside his daughter Sterling, as he encourages the next generation to follow their dreams and *Step into the Spotlight*.

The short video begins with Mahomes reading to his “#1 pick” and showcases never-before-seen footage of Sterling, Mahomes' daughter, as she is featured in her first video campaign. As the Kansas City Chiefs' quarterback gives a new meaning to story time, he offers fans and aspiring athletes advice on how to stay true to yourself and *Be Who You Are*. Focusing on grit, loyalty, and passion, Mahomes is not only speaking to his daughter, but also the future stars of sport and telling them to go after their dreams and to *Step into the Spotlight*.

The video spot can be viewed [HERE](#).

“Shooting this commercial with my daughter, Sterling was an extremely memorable experience,” says Mahomes. “It's rare that I get to bring her to work with me, so having her be part of our story with Oakley is something I'll never forget. Not only is this project meaningful because Sterling is included, but I am also able to share my message to her with other future stars - including my sister Mia who is also featured in the spot.”

Along with inspiring content dedicated to young fans, the star quarterback also releases the third iteration of his Oakley Signature Series collection. The Patrick Mahomes II Signature Series will offer four eyewear styles that feature a gold frame with hints of red that allude to Mahomes' team, the Kansas City Chiefs. The stylish and functional frames are all equipped with Oakley's Prizm™ Lens Technology, designed to enhance color and contrast to see more details on the field. Information on each style can be found below:

- Classic sophistication meets modern style with **Sutro Ti**. Constructed from ultra-light and ultra-premium titanium with the cylindrical lens shape, the titanium frame balances weight and function with a premium aesthetic while the Unobtainium® earsocks and an adjustable nose pad provide retention for no-slip grip. *Available Friday, September 30th in-store and Oakley.com.*
- **Resistor** is the first sunglass built entirely from the ground up with a focus on youth. Resistor takes style and function cues from popular adult styles like Sutro, while offering a design that accommodates the next generation of athletes. The O Matter™ frame balances flex and impact



protection, while unobtainium® nose pads help provide a no-slip fit. *Available Friday, September 30th in-store and on Oakley.com.*

- **Sutro Lite** is a semi-rimless version of the Sutro frame shape and features a high-wrap shield. The lightweight design results in a bold, versatile look that protects from the elements and enhances vision, while inspiring athletes to move confidently and seamlessly through their day. *Available Thursday, September 8th in-store and on Oakley.com.*
- Oakley **Kato** is a purpose-built design that was born from disruptive innovation and engineered to shatter the boundaries of sport performance. Featuring an innovative, frameless lens crafted with an extended wrap and built-in retention, the style fits close to the contours of the face creating a mask-like feel. *Available Thursday, September 8th in select retail stores and on Oakley.com.*

“Working with Patrick on this new collection and campaign video has been truly inspiring,” says Corey Hill, Head of Oakley Global Sports Marketing. “Watching the MVP with his daughter Sterling as he speaks to her and the youth community makes me excited to see what the future of sport has to offer. As part of the Oakley community, we’re excited to have a hand in empowering young athletes and to continue rolling out products and activities dedicated to a new generation.”

For more information on the Patrick Mahomes’ Signature Series, Oakley’s football and lifestyle collections, Prizm technology and Team Oakley, please visit Oakley.com.

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About Oakley, Inc.

Established in 1975 and headquartered in Southern California, Oakley is one of the leading product design and sport performance brands in the world. The holder of more than 900 patents, Oakley is a culture of creators, inventors, idealists and scientists obsessed with using design and innovation to create products and experiences that inspire greatness. This philosophy has made Oakley one of the most iconic and inimitable brands on the market, with products that world-class athletes around the globe depend on to compete at the highest level possible. Oakley is known for its High Definition Optics®, which features unparalleled optical clarity and precision along with impact resistance and UV protection, incorporated into all of the brand’s sun, prescription eyewear and premium goggles. Oakley extended its position as one of the world’s leading sports eyewear brand into apparel and accessories. Oakley has men’s and women’s product lines that appeal to Sports Performance, Active and Lifestyle consumers. Oakley is a brand of EssilorLuxottica. Additional information is available at www.oakley.com.

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