

OAKLEY® LAUNCHES PRIZM™ GAMING LENSES DESIGNED TO LEVEL UP YOUR PERFORMANCE

To celebrate the launch, Oakley has partnered with EA SPORTS Madden NFL 21 for 'Derwin James vs The World', a weekly esports entertainment broadcast kicking off with rap superstar Lil Baby

September 15, 2020, Foothill Ranch, California – Today, Oakley® is launching the brand's first optical solution developed specifically for gaming - **Prizm™ Gaming Lens Technology**. The lenses are engineered to enhance visual contrast and provide sharp vision, featuring blue-light filtering technology without compromising on aesthetic.

To celebrate the launch of Prizm™ Gaming, Oakley has partnered with EA SPORTS and the [Madden NFL 21 Championship Series](#) for 'Derwin James vs. The World', a weekly tournament where athletes, celebrities and music artists will challenge the Los Angeles Chargers star and renowned *Madden NFL* player for the ultimate crown. The series will premiere with Atlanta rapper Lil Baby facing off against James on September 15th.

Through the partnership, Oakley is continuing to support athletes both on and off the field while building a deep connection with the gaming community, offering an optimized viewing experience. "I rely on my Prizm Football Shield to pick up details on the field so I can make game-changing plays. It is pretty cool that the same technology is used across sports - golf, snowboarding and now gaming," said James. "With Prizm Gaming, I'm ready to take on the world. Who wants to play?"

Oakley® Prizm™ Gaming lenses are built to enhance visual contrast and provide sharp vision. All Oakley Prizm™ Gaming lenses feature blue-light filtering technology designed to reduce 40% of blue light within the 380-500nm range to help protect from artificial light. Oakley also designed the lens to reduce the yellow tint which often appears as a result of blue-light filtering.

"As a brand rooted in competition, we are thrilled to continue our expansion in the gaming space," says Ben Goss, Oakley's Global Marketing Director. "This is an industry defined by the same passion for performance that's driven our brand for generations. The launch of Prizm™ Gaming is the result of applying that same passion for performance while continuing to bridge the gap between physical and digital sports. We're excited to equip gamers everywhere with the gear needed to take their game and style to the next level."

Oakley's commitment to fit, form and function carries into the gaming space with its line of headset-compatible frames, which feature thinner temples for optimal compatibility and are designed for all-day wear and lasting comfort. In the coming months Oakley will also be releasing a range of eyewear in collaboration with industry-leading gaming accessory brand Turtle Beach.

The launch of Prizm™ Gaming represents the latest pillar in the brand's investment in gamers who embody the Oakley attitude both online and offline. To further its commitment to gaming, Oakley has extended its MotoGP partnerships into the digital space, working with MotoGP E-Sports as an official partner.

Prizm™ Gaming is available at [Oakley.com](#), select Oakley stores and optical retailers.

Tune-in to 'Derwin James vs The World' every Tuesday night at 10pm ET on the *Madden NFL* [Twitch](#) and [YouTube](#) channels.

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For more information, please contact:

Ryann Powell, Senior Specialist of Public Relations, Americas
RPowell@Oakley.com

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 subsidiary of Luxottica Group. Additional information is available at www.oakley.com.

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About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company develops and delivers games, content and online services for Internet-connected consoles, mobile devices and personal computers.

In fiscal year 2020, EA posted GAAP net revenue of \$5.5 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality brands such as EA SPORTS™ FIFA, Battlefield™, Apex Legends™, The Sims™, Madden NFL, Need for Speed™, Titanfall™ and Plants vs. Zombies™. More information about EA is available at www.ea.com/news.

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