



OAKLEY SIGNS DAMIAN LILLARD TO ROSTER TO CARRY ON BASKETBALL LEGACY

Debuted by Lillard, Oakley releases Oakley MUZM Series 1875 X Metal® Edition and contributes \$140,000 to Lillard's RESPECT program

March 4, 2021, Foothill Ranch, California – Today, Oakley®, a leader in sport performance and optical innovation, announces a multi-year partnership with the newest member of Team Oakley, Damian Lillard. With a strong heritage in the sport, Oakley looks to the future of basketball by tapping the six-time NBA All-Star, Damian Lillard, to carry over the brand's legacy in basketball.

Lillard is a highly regarded athlete who consistently shines under the intense pressure of opposing defenses and always takes challenges head-on with great tenacity. Lillard is known for his individualistic style both on and off the court and his passionate and hard-working attitude that continues to propel him to the next level. The one of a kind point guard for the Portland Trail Blazers joins a roster of elite Team Oakley athletes, including Patrick Mahomes II, Diamond DeShields, Lamar Jackson, Mikaela Shiffrin and more, who continue to shape the future of sport.

"I strive to be the best on the basketball court but I also work hard to give back to my community and help foster the education of future generations" says Damian Lillard. "Oakley understands what I want to accomplish both professionally and personally so I'm looking forward to being the new face of Oakley basketball."

The imaginative and disruptive spirit of Oakley was marked by the release of a new design aesthetic that firmly launched the brand into the cultural mainstream in the '90s. The relentless drive to redefine the next generation of eyewear with unique, sculptural shapes led to the development of a never-before-seen wire design. The result was X Metal® Romeo and Juliet, the brand's first sculptural wire frame glasses that were unmistakably Oakley. Part of the X Metal® family of eyewear, the frames were named for their unique, proprietary blend of metals ideally suited for extreme performance requirements. In addition to radicalizing the optical engineering industry, the frames went on to influence the worlds of sport and culture, being worn by the likes of basketball icon Scottie Pippen.

For the release of the iconic frames, Oakley's research and development took more than two years, resulting in over 400 designs alongside endless modeling and testing to land on the perfect design – a hand-finished, 3D printed and titanium-cast frame. Now almost 25 years later, Oakley is re-releasing the iconic frames, the Oakley MUZM Series 1875 X Metal® Edition. The lightweight, adjustable frames are made of hypoallergenic titanium powder and engineered to naturally fit around the skull. The frames feature interchangeable nosecombs for a dialed-in, customized fit alongside ultra-sharp optics for those who demand uncompromising



performance in eyewear. Original elements from the '90s frame remain in this updated version including socks, nose pads and flexbombs.

Damian Lillard wore the iconic frames prior to tipping off against the Golden State Warriors last night. This Collector's Edition drops on March 5th at 11AM EST. Each coveted set will be signed by Scottie Pippen as a nod to the past and Damian Lillard as an ode to the future. Only 14 limited-edition Oakley MUZM Series 1875 X Metal® Edition sets will be available for purchase in North America exclusively at \$14,000.

In addition, Oakley will contribute \$140,000 to RESPECT, a program founded by Oakley ambassador Damian Lillard. RESPECT supports the next generation of high school students by challenging them to stay in school to get a solid education, while encouraging them to show up, work hard, and be kind.

“While Oakley has been part of the basketball scene for decades, signing Dame, one of the most formidable players on the court, is a huge moment for the brand,” said Caio Amato, Oakley Global Marketing Director. “Not only does his energy bring an undeniable skillset, competitive drive and bold style, but also a passion to give back to the community. The sky’s the limit when it comes to collaborating with Damian to innovate eyewear both on and off the court.”

For more information on Oakley’s athletes and the collection, go to [Oakley.com](https://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



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