

LAMAR JACKSON JOINS TEAM OAKLEY®

The “Disruptive, Rebellious and Electrifying” 2019 NFL MVP Is Welcomed to Team Oakley by League’s Best

August 19, 2020, Foothill Ranch, California – Today, Oakley®, a leader in sport performance and optical innovation, announced a new partnership with Lamar Jackson, Baltimore Ravens’ standout quarterback and the 2019 NFL Most Valuable Player. The brand welcomed Lamar to the team by releasing a short video, featuring a range of the League’s leading players, football personalities and Team Oakley athletes who answered one simple question: “How would I describe Lamar Jackson?”

Described as “high-energy” by Baltimore Ravens’ head coach John Harbaugh, “dope-ist” by Good Morning Football’s host Nate Burleson, “electrifying” by Los Angeles Chargers safety Derwin James and “magic” by BMX athlete Nigel Sylvester, the unconventional star has undeniably made an impact and proven anything is possible as he enters his third NFL season. And now, the newest way to describe Lamar: a Team Oakley athlete.

View the video [HERE](#).

In nearly every game of his 2019 MVP season, Lamar wore Oakley’s Football Shield, making the ellipse O logos seen on the top of his shield synonymous with leading performance and dominance. The breakout star has relied on Oakley not only last season, but also for a majority of his life. He’s worn Oakley gear since he was four years old, making this partnership a natural fit.

“Oakley has been a part of my journey since my youth football days – giving me vision, confidence and swagger,” said Lamar. “Can’t do much better than that – excited for what is next, the sky is the limit.”

As part of his partnership with Oakley, Lamar will continue to rely on the brand’s products and technologies on-and-off-the-field – supporting his game-changing plays, viral sideline moments, style and more. On-the-field, Lamar will wear Oakley’s Football Shield with Prizm™ Clear, a lens technology designed to enhance color and contrast in the football environment. Off-the-field, he will wear a range of lifestyle eyewear, including Sutro, Deadbolt, Syllas and more.

“Lamar is a one-of-a-kind athlete. He is truly unstoppable,” says Ben Goss, Oakley Global Marketing Director. “Unconventional, effective and fearless – players like Lamar don’t come around that often, and we could not be more excited to have him be a part of Team Oakley.”

Oakley has also announced a new partnership with the Baltimore Ravens. Charm City is the newest franchise to join the lineup as the Team Oakley family continues to grow within the sport. As part of the partnership, Oakley and the Ravens will partner on product education, player gifting, media, content creation and more. With Oakley’s licensee deal with the NFL, the brand offers Baltimore Ravens eyewear for fans, including four men’s styles, Sutro, Holbrook™, Flak® 2.0 XL and Gascan, and one women’s style, Low Key.

Oakley has a rich heritage in football and has produced football shields for helmets for over 20 years, bringing the brand’s leading optical innovations to football athletes of all levels. Last year, the brand announced a monumental four-year partnership with the National Football League, becoming an official on-field partner.

As the fourth NFL Team Oakley football player, Lamar Jackson of the Baltimore Ravens joins a team of iconic players, including Patrick Mahomes II of the Kansas City Chiefs, JuJu Smith-Schuster of the Pittsburgh Steelers and Derwin James Jr. of the Los Angeles Chargers.

Oakley develops products and technologies designed to meet the performance demands of the world's best athletes, and then makes those same innovations available for athletes of all levels. For more information on Oakley's football and lifestyle collection, Prizm technology and Team Oakley, please visit: [Oakley.com](https://www.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 subsidiary of Luxottica Group. Additional information is available at www.oakley.com.

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