

TEAM OAKLEY® SET TO MAKE WAVES IN PENICHE AS THE WSL RETURNS TO EUROPE

The official eyewear and PPE sponsor to the WSL, will support its Team Oakley riders competing in Peniche and carrying on the brand's 'Be Who You Are' spirit

Praia do Supertubos, Peniche, Portugal (3rd March, 2022) – In this second year partnering with the WSL, Oakley continues the spirit of the brand's 'Be Who You Are' mantra, wherein its Team Oakley athletes will celebrate self-expression and encourage people to believe in themselves. With this message, Oakley aims to inspire surfers around the world to do what they love and stay true to Who They Are with passion, love, and determination. Oakley will also celebrate Team Oakley athletes competing in the 2022 World Championship Tour via a one-of-a-kind presence at the event in Peniche, Portugal.

"Surfing has always been an integral part of Oakley's DNA," said **Caio Amato**, Oakley Global Brand Director. "Teaming up with The World Surf League is an honour for us. This is an incredible opportunity to give back to the surf community and partner with them to shape the future of Surf. We can't wait to tell stories together, inspire kids all over the world to keep believing, to Be Who They Are."

Top surfers from around the world will gather on the beautiful coast of Praia do Supertubos, with all eyes on the waves from behind Oakley eyewear. Known for its powerful tube rides, this location offers surfers the opportunity to push the limits of what's possible, displaying both mental and physical strength to conquer the waves.

A number of high-caliber surfers from Team Oakley are poised to compete at Peniche, including Ítalo Ferreira, Filipe Toledo, Kanoa Igarashi, Griffin Colapinto, Jordy Smith, Ethan Ewing, Kolohe Andino and wildcard entrant Afonso Antunes. Also attending the event will be fellow members of Team Oakley, Sam Piter, Keoni Lasa and Brando Giovannoni. They will join many others vying for a title when the 2022 World Championship Tour recommences with a redesigned, three-tier competition framework that began at the Pipeline in Hawaii on January 29th. For the second year, the CT will host The WSL Finals, a one-day showdown to decide the World Champions, in Lower Trestles, California.

Tom Whitaker, Oakley Global Surf Manager, said "each of these talented men and women from Team Oakley fully embody what it means to 'Be Who You Are' in all aspects of life. Now, in Peniche and beyond, we will get the chance to witness their talents but more importantly, encourage others to embrace surf and follow in their footsteps."

On site, Oakley will feature an 'O Lab' pop-up in addition to other features for consumers and media alike to immerse themselves in a Oakley experience, continuing to inspire the next generation of surfers by supporting the competitive aspect of the sport while also paying respect to its history and impact on culture.

Team Oakley athletes will rock Kato during their time off the waves, enjoying the Portuguese sun through the ground-breaking style which revolutionized the eyewear industry upon its introduction in 2021, as well as styling some of the most iconic Oakley's lifestyle pairs such as Frogskins™, CMDN and HSTN.

For more information on Oakley, please visit: [Oakley.com](https://oakley.com).

Oakley products will be available for purchase online at WorldSurfLeague.com.

About Oakley

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 800 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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