



## **OAKLEY® DEEPENS ROOTS IN GAMING: SIGNS SCUMP AS FIRST PROFESSIONAL ESPORTS ATHLETE**

*Two-Time Major League Gaming X Games Gold Medalist  
Joins Team Oakley's Roster of Elite Athletes*

**March 2, 2021, Foothill Ranch, Calif.** — Today, [Oakley®](#), a leader in sport performance and optical innovation, announces that it has signed Seth 'Scump' Abner as the brand's first professional esports athlete. As a brand rooted in competition, Oakley continues to deepen its roots with the gaming community and those who share in the pursuit of progression, giving it everything they've got. Day in and day out, these athletes are tested at the highest levels of mental stamina against the toughest of opponents, themselves. With one of the world's best esports athletes now on board, Oakley is cementing its mission to provide next level gaming for fans around the world.

Often referred to as "The King" by his fans, Scump is widely considered the world's top professional Call of Duty player. He is a two time Major League Gaming (MLG) X Games gold medalist and was awarded "Best Console Player" at the 2017 Esports Industry Awards. Oakley will become Scump's exclusive eyewear partner during all competitive matches and streams.

Scump has changed the landscape of gaming through an unbridled passion for competition and unmatched success in his sport. He is redefining what it means to be an athlete and as a part of Team Oakley, Scump is poised to show the world exactly how much skill and effort it takes to be the best. While his focus is always on the mission at hand, Scump has grown into a global ambassador for esports by engaging with his fans and followers through various forms of content creation. Scump has also taken the time to give back to the community. Most recently, he participated in a philanthropic campaign to honor frontline workers and healthcare professionals battling COVID-19.

Scump joins an elite roster of sports icons which includes Patrick Mahomes, Lamar Jackson, Mikaela Shiffrin, Chloe Kim and many others. Like the names that have come before him, Scump's brand has transcended sport through a commitment to being the best and training to make that a reality. He embodies the Oakley attitude by progressing both on and off the screen, showing a desire to progress in a variety of fields. Scump continues to help grow the gaming space while promoting and influencing a positive lifestyle for gamers around the world, both professional and recreational.

"It is an honor to be the first esports athlete on Team Oakley," said Abner. "Oakley has quickly proven itself to be an authentic and committed partner, so I'm excited to introduce the brand's offerings to my fans and engage with other athletes on their roster. We already have a lot in the works and I look forward to sharing more in the months to come."

The signing of Scump is just the latest move as part of Oakley's strong commitment to the gaming space. Last month, the brand announced a partnership and exclusive collection with leading gaming accessory brand Turtle Beach. Previously, Oakley launched the brand's first optical solution developed specifically for gaming - Prizm™ Gaming Lens Technology. Oakley also partnered with EA SPORTS and the Madden NFL 21 Championship Series for 'Derwin James vs. The World', a tournament where athletes, celebrities and musical artists faced off with the Los Angeles Chargers star and member of Team Oakley each week.

"This is a very exciting day for Oakley as we level up our commitment to gaming," said Caio Amato, Oakley Global Marketing Director. "It is an honor for us to partner with Scump, an athlete that reinvents himself every day to be on the top. Our goal is to support and enable gamers all over the globe to keep getting better, so they keep shaping the future of esports. And Scump is a fundamental partner on that journey."

For more information on 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](https://www.oakley.com).

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