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Oakley Makes Serious Play in Esports: Signs First-Ever Organization Deal with Envy Gaming
Brands Plan Collaborations at Future Gaming Events With Top-Ranked North American Call of Duty, Halo, and Valorant Teams Added to Oakley Roster

FOOTHILL RANCH, CA (May 25) – Performance and perfection? Look no further than esports. Oakley, a brand rooted in sport performance and optical innovation, announced it has signed a wide-ranging partnership with esports and entertainment organization, Envy Gaming. The deal represents Oakley's first sponsorship of an esports team and further cements the brand in the ever-growing gaming space.

Envy and OpTic Gaming, which merged in late 2021, are two of the most-storied brands in esports, and a driving force in the rapid growth of fan culture around esports and gaming-as-entertainment over the last 15 years.

The teams and talent under the OpTic brands will wear Oakley Authentic Prescription during competitive play online and at major LAN events as well as outside the arena including Oakley's first eyeglass designed specifically for adult gamers, NXTLVL. NXTLVL are available with 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. The unique temple architecture is crafted to provide comfortable, long-lasting fit while wearing headsets and features a larger square lens shape designed to provide an unobstructed field-of-view for a best-in-class gaming experience.

"The world of esports is continuing to grow and it's key that we continue to level up our commitment to the world of gaming," said Corey Hill, Head of Global Sports Marketing at Oakley. "New athletes are showing up in the scene every day and we pride ourselves in making sure we provide advanced eyewear for gamers of every level. Teaming up with a partner like Envy Gaming allows Oakley to reach talent and build on our offerings in the space."

For OpTic player Seth "Scump" Abner, arguably the most popular *Call of Duty* player of all time, the deal builds on Oakley's commitment to partner and develop products for the world's best. In 2021, Oakley made a bold claim on esports by signing Scump as the brand's first and only professional esports player to the roster of Team Oakley elite athletes that includes trailblazers Patrick Mahomes, Lamar Jackson, Derwin James, Kylian Mbappé, and Olympians Mikaela Shiffrin and Chloe Kim. Scump went on to be named a Forbes 30U30 honoree and the two-time X Games gold medalist now counts more than 30 esports championships to his name.

"I'm excited to see that Oakley continues to expand and support the gaming and esports community with their recent partnership with OpTic," said Scump.

As part of the partnership, Oakley is now a jersey sponsor for top-ranked OpTic Halo and OpTic Valorant teams, as well as OpTic Texas in the Call of Duty League. The Oakley brand was front and center on broadcast during record-breaking viewership of the Call of Duty League 2022 Major I tournament in March 2022 where OpTic Texas took home the \$200,000 championship and recently made a splash on



the worldwide stage as the OpTic Valorant team claimed its spot as the top ranked *Valorant* team in the world, winning the VALORANT Champions Tour 2022: Stage 1 championship held in Reykjavík, Iceland. More than 1 million concurrent viewers tuned in online. A legacy of professional players and gaming celebrities got their start or big break with the organization and went on to spawn disruption in the industry or launch businesses that have built and expanded gaming culture.

“Oakley’s commitment to creating positive change, disruption, and the innovative spirit they bring to their products and partnerships is a great fit for what we embody,” said Adam Rymer, CEO at Envy Gaming. “As more and more athletes, celebrities, musicians, and entertainers – look no further than Oakley’s roster of athletes – turn to gaming as a pastime and competitive outlet, we see an endless runway of opportunities for our partnership.”

Oakley will become the exclusive eyewear partner for the OpTic brand professional players in the organization during all competitive matches and streams.

For more information, visit [Glasses for Gaming: Oakley E-Sports | Oakley® US](#).

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 brand of EssilorLuxottica. Additional information is available at www.oakley.com.

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About OpTic Gaming

OpTic Gaming is an esports, media and entertainment organization widely recognized for its competitive success and globally engaged fan base called The GREENWALL. Led by Hector “HECZ” Rodriguez, OpTic has won 50+ esports championships and produced award-winning docuseries including “Vision” and current video series “The Process”. For more information, follow [@OpTic](#) on Twitter.

About Envy Gaming

Envy Gaming, Inc., is an entertainment and esports company based in North Texas. Founded in 2007, Envy is one of the most winning esports organizations in the world and has grown to include a network of competitive gamers, content creators and esports teams with global reach. Envy also operates



Esports Stadium Arlington. Envy's ownership group includes superstar Post Malone, esports industry pioneers Mike Rufail and Hector Rodriguez, and Gray Television. For more information, visit [Envy.gg](https://envy.gg).