



FOR IMMEDIATE RELEASE

Media Contact: Steve Dondero
Vice President Marketing
sd@esseyepro.com

ESS INTRODUCES CROSSBOW 3LS™ EYESHIELD

Builds Upon New Platform of Advanced Ballistic Eyeshields

November 17, 2009 – Sun Valley, ID USA

Eye Safety Systems, Inc. (ESS) today announced the introduction of the ESS **Crossbow 3LS™**, a three-lens configuration of its new ballistic eyeshield designed for markets outside of the United States. The **Crossbow™** is a revolutionary new ballistic spectacle that redefines functional eye protection for military and public safety professionals. This international product release will take place today in Paris, France, at ESS' MILIPOL tradeshow booth.

The **Crossbow 3LS™** marks another premium addition to ESS' product line, which includes the most widely-sold ballistic eyeshields worldwide: the ESS **ICE™ Series**. The **Crossbow™ Series** delivers an unparalleled list of functional benefits: advanced **ClearZone™ FlowCoat** dual lens coatings that eliminate fog inside and prevent scratches outside, a **DedBolt™ Lens Lock** system that keeps lenses easy to swap yet secure under impact, **Tri-Tech Fit™** technology that achieves universal fit with maximum comfort and zero pressure points, and 2.4mm ballistic polycarbonate lenses that feature **ESSOPTICS™** for distortion-free optical precision throughout the entire field of view.

"The Crossbow builds on the functional protection heritage of the highly successful ICE Series, and incorporates premium performance features that are a first in the industry," said Connor Duncan, ESS Vice President International Sales. "The remarkable universal fit and astonishing anti-fog lens coating must be experienced to really appreciate this revolution in ballistic eyeshields."

Specifically intended for international markets, the **Crossbow 3LS™** is a three-lens configuration that includes Clear, Smoke Gray and Hi-Def Yellow lenses. The **Crossbow 2X™** model, which was released to the U.S. retail market on October 9th of this year, includes two fully-assembled eyeshields with Clear and Smoke Gray lenses. Military issue-kit versions of the **Crossbow™ Series** are currently being evaluated by both the U.S. Army and Marine Corps. Both the **Crossbow 3LS™** and the **Crossbow 2X™** are now available for purchase from select ESS dealers and online at esseyepro.com/crossbow.

For users with prescription eyewear needs, ESS currently offers two Rx insert options for the **Crossbow™**: the nylon-framed **P-2B™** Rx Insert, which also fits inside ESS **Profile™ Series** goggles, and the wire-framed **Vice™** Rx Insert, which fits inside ESS **Advancer™ Series** goggles. Both of these inserts are also compatible with ESS **ICE™** and **ICE NARO™** eyeshields.

The ESS **Crossbow™** eyeshield is compliant with US Federal OSHA, ANSI Z87.1+, US MIL SPEC MIL-PRF-31013, and CE EN 166. All **Crossbow™** lenses provide 100% UVA/UVB protection.

To learn more about the ESS **Crossbow™ Series**, visit www.esseyepro.com/crossbow.

ABOUT ESS:

Established in 1998, Eye Safety Systems, Inc. (ESS) creates advanced eye protection systems for military, law enforcement, and fire/rescue professionals. Designed for the planet's most hostile and unforgiving environments, ESS products feature cutting-edge technologies and patented innovations to ensure peak performance and uncompromised eye safety.

Headquartered in Sun Valley, Idaho, ESS is a wholly-owned subsidiary of Oakley, Inc. ESS eye pro is manufactured in Foothill Ranch, California, and sold in over 90 countries. For more information, please visit www.esseyepro.com.