



**FOR IMMEDIATE RELEASE**

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**ESS LAUNCHES 'REMEMBER 9.11'  
CHARITABLE PROGRAM TO BENEFIT THE  
STEPHEN SILLER TUNNEL TO TOWERS FOUNDATION**

***Military Eyewear Company to Donate 25 percent of Limited Edition  
Sunglass Sales***

September 1, 2011 – Sun Valley, ID USA

Sun Valley, ID, USA – Sept. 1, 2011–Today, Eye Safety Systems, Inc. (ESS) announced Remember 9.11, a charitable sales program designed to commemorate the 10th anniversary of the attacks of September 11, 2001 by raising funds for the Stephen Siller Tunnel to Towers Foundation. Named for a firefighter who died on 9.11, The Tunnel to Towers Foundation is a New York-based non-profit organization dedicated to promoting healing and providing hope by building customized homes for severely-wounded combat veterans, and assisting the families of fallen U.S. Military and public safety officers.

In an effort to memorialize 9.11 and commemorate the 10th anniversary of the day's unforgettable events, ESS has developed a limited-edition series of its premium ballistic sunglasses, including the brand-new 5BTM sunglasses. Each pair of Remember 9.11 edition sunglasses bears a commemorative laser etching on the lower portion of the left lens. Four different styles within a price range from \$90 to \$135 will be available. 25 percent of ESS sales from each of those sunglasses or associated apparel will be donated to the Stephen Siller Tunnel to Towers Foundation.

"The tragic events of Sept. 11, 2001 changed every American, especially those who protect and defend our country," said Brian Ross, general manager of ESS. "In honor of the sustaining efforts and great sacrifices made by military, law enforcement and firefighting professionals, ESS is proud to donate 25 percent of sales from its Remember 9.11 products to The Tunnel to Towers Foundation, whose charitable works support these heroes and their families."

"It is an honor to have the support of ESS, a company that actively serves our heroes by protecting their eyesight in military conflicts and in the line of duty," said Frank Siller, chairman of the Stephen Siller Tunnel to Towers Foundation and brother of Stephen Siller. "We're delighted ESS has recognized our Foundation and the importance of its cause."

A leading protective eyewear contractor to the U.S. Army, Navy, and Air Force and the exclusive authorized supplier of protective eyewear to the United States Marine Corps, ESS is responsible for significant advancements in its field since its inception in 1998. A subsidiary of Oakley, ESS is renowned for battlefield-proven eyewear that has been issued to millions of troops and first responders worldwide. Its military grade sunglasses are growing in popularity among civilians due to their superior protection, performance, and durability. With its Remember 9.11 program, the company hopes to raise both money and the public awareness of the dangers facing those who defend the country's freedom and public safety. For more information about the ESS Remember 9.11 program and to purchase products, please visit [www.esseyepro.com/remember](http://www.esseyepro.com/remember).

*(Continued on Page 2)*



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(Continued from Page 1)



**5B™ - 9.11 Edition**

Gray Frame with Polarized Mirrored Gray Lenses

**\$135 MSRP**



**5B™ - 9.11 Edition**

White Frame with Mirrored Gray Lenses

**\$105 MSRP**



**CDI MAX™ - 9.11 Edition**

Black Frame with Mirrored Silver Lenses

**\$90 MSRP**



**CDI™ - 9.11 Edition**

Black Frame with Polarized Mirrored Gray Lenses

**\$135 MSRP**

ABOUT ESS: Established in 1998, ESS (Eye Safety Systems) 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 is sold in over 100 countries. For more information, please visit [www.esseyepro.com](http://www.esseyepro.com).

About The Stephen Siller Tunnel to Towers Foundation: The Stephen Siller Tunnel to Towers Foundation is a charitable organization set up to follow in the footsteps of FDNY firefighter Stephen Siller, who ran through the Brooklyn Battery Tunnel to the World Trade Center towers on Sept. 11, 2001, carrying 75 pounds of gear on his back, to rescue his fellow New Yorkers. Siller lost his life when the towers collapsed, leaving his wife, five children and six siblings to carry on his memory and share his story. One of the primary missions of The Stephen Siller Tunnel to Towers Foundation is to honor the military members who have been seriously injured and sacrificed their quality of life in the line of duty. The Foundation currently is in the process of building several custom homes for servicemen, who, as a result of suffering devastating injuries during military combat, are quadruple amputees. Additionally, the Foundation actively supports children who have lost one or both parents as well as assisting seriously injured firefighters. To find out more about the Stephen Siller Tunnel to Towers Foundation, please visit <http://www.tunneltotowersrun.org>.