



ONE ICON / Foothill Ranch, CA 92610

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Monday - Friday: 6am to 7pm (PST)

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Oakley.com/summer

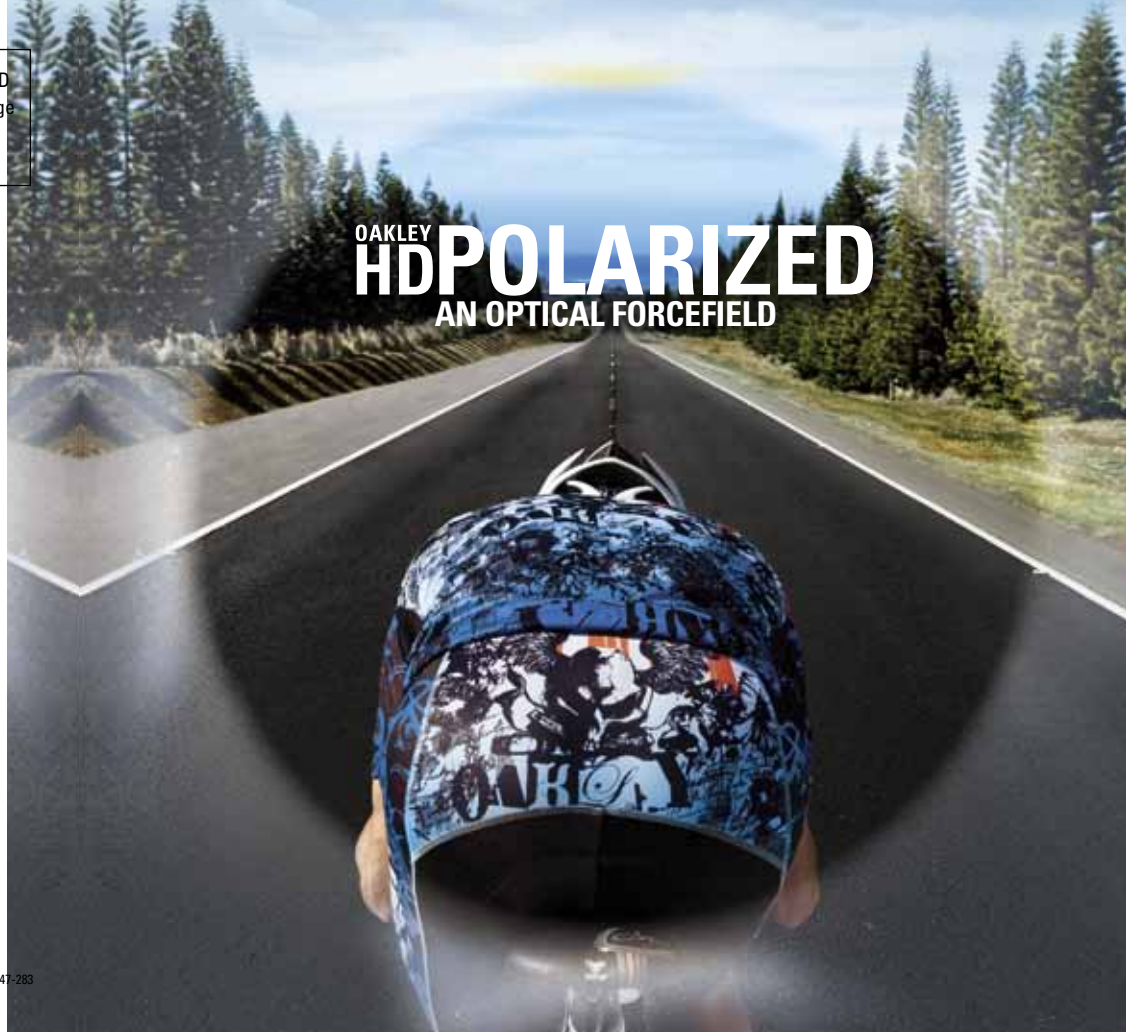
SCAN YOUR BARCODE AT ANY OAKLEY STORE TO BE ENTERED TO WIN AN

OAKLEY PIT BOSS®

VALUED AT \$595



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*You must be a legal resident of the United States, and at least eighteen (18) years of age at the time of entering this contest. The sweepstakes begins at 12:01 PM PST on June 1, 2010 and ends at 11:59 PM PST on August 31, 2010. The prize is 1 Pit Boss® sunglass valued at \$595. For complete sweepstakes rules mail a 3"x5" card with your name and address to: Oakley HDPolarized Sweepstakes, 1 Icon, Foothill Ranch, CA 92610.



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AN OPTICAL **FORCEFIELD**

Imagine yourself driving down the highway looking into the setting sun. The glaring, distracting, and potentially harmful light waves from the sun are blasting your eyes. Now imagine the Optical Forcefield provided by Oakley High Definition Polarized lenses. These lenses let you see things differently. Better. More Clearly. That's why they're the choice of the world's leading athletes. There's endless potential out there. You just have to be able to see it.

UNPARALLELED CLARITY OF OAKLEY HIGH DEFINITION OPTICS® (HDO®)

Proprietary geometries, high performance materials and state-of-the-art design and production techniques allow Oakley to create eyewear that maintains optical correction for refractive power, optical clarity, and prismatic power. The result is High Definition Optics® – the best optical performance on the planet.

MAXIMUM PROTECTION FROM HARSH GLARE

Oakley HDPolarized sunglasses with infusion molding put harsh, blinding light in a sleeper hold. Combine that with Oakley's renowned impact protection and 100% blockage of damaging UV rays, and what you have is an Optical Forcefield that shields your eyes from glare and protects them from the elements.

OAKLEY JAWBONE

Oakley's legacy of sports performance innovation continues with JAWBONE. With Oakley's new SWITCHLOCK™ Technology, the lower part of the frame rim opens to allow easy access for quick lens changing, letting you optimize performance in any light condition. The latest evolution of a coveted design, this frame is like nothing ever seen in the world of sports.



Lance Armstrong - Cycling

LIVESTRONG is a trademark of the Lance Armstrong Foundation. The Lance Armstrong Foundation is a 501(c)(3) under federal tax guidelines.



A



B



C



A: Jawbone \$260
Polished Black / 00* Red Iridium POLARIZED + Persimmon

B: Jawbone \$260
Matte White / 00* Black Iridium* POLARIZED

C: LIVESTRONG® Jawbone \$210
Polished Black / Black Iridium* Vented + Yellow



A: Split Jacket \$260
Dark Grey / Positive Red Iridium* POLARIZED + Light Grey

B: Split Jacket \$260
Black / Silver Ghost Text / Clear Black Iridium* Photochromic

C: Split Jacket \$260
Matte Rootbeer / Tungsten Iridium* POLARIZED + VR50



Brian Lopes - MTB



OAKLEY SPLIT JACKET™

We gave the Oakley SPLIT JACKET interchangeable lenses with SWITCHLOCK™ technology that makes lens changing easy and fast. All lenses are optimized with HYDROPHOBIC/OLEOPHOBIC technology that repels dust and helps maintain a smudge resistant barrier against skin oils, lotions and fingerprints while preventing water from leaving streaks and sheens.

OAKLEY PROBATION™

PROBATION is our idea of a repeat offender. Instead of separate lenses, it has a single contour of pure PLUTONITE® lens material. The sculptural frame takes advantage of C-5™, a lightweight alloy of five metal compounds. PROBATION is engineered for all-day comfort, and when the heat is on, the UNOBTAINIUM® sleeves on the stems are there to increase grip with moisture.



A: Probation \$240
Matte Black / Black Iridium® POLARIZED



B: Probation \$240
Toast / Bronze POLARIZED



C: Probation \$170
Polished Chrome / VR28® Black Iridium®



A: Crosshair 2.0 \$220
Matte Black / Grey POLARIZED



B: Crosshair 2.0 \$220
Polished Gold / Bronze POLARIZED



C: Crosshair 2.0 \$220
Lead / Black Iridium® POLARIZED

OAKLEY CROSSHAIR® 2.0

Classic meets contemporary in CROSSHAIR 2.0, the latest rendition of a lightweight C-5™ alloy metal frame that merges classic aviator design with a contemporary lens shape and subtle sculptural details.

OAKLEY HOLBROOK™

With his brother Jesse acting as his creative director, snowboarding superstar Shaun White worked closely with Oakley during the creation of HOLBROOK. Together they went back to vintage styles like the original Oakley Frogskins® then set out to distill their own vision of American cool. HOLBROOK is a timeless classic that echoes the screen heroes from the 1940s, 50s and 60s, the icons who inspired youth with their own brand of defiance.

Shaun White - Snowboard



A



A: Holbrook \$120
Polished Black / 24K Gold Iridium*

B



B: Holbrook \$160
Matte Rootbeer / Bronze POLARIZED

C



C: Holbrook \$160
Polished Black / Grey POLARIZED



A



B



C

A: **Forsake** \$200
Topaz Tortoise / Bronze POLARIZED

B: **Forsake** \$200
Polished Black / Grey POLARIZED

C: **Forsake** \$130
Blush / G40™ Black Gradient



Top: Galaxy Jacket / Sky Blue

Top: Stellar Tank / White



Karena Dawn - Triathlete

OAKLEY FORSAKE™

With FORSAKE, our goal was to create the quintessential sunglass for every active woman: universally flattering and perfectly balanced between performance and style. Sporty performance wrapped in a beautiful shield lens design makes FORSAKE an ideal choice for the active women.

OAKLEY DECEPTION™

Sleek and seductive, DECEPTION lets you hide out and stand out, all at the same time. The distinctive shape and twist detail are the stars here, while the shield design gives you that “who is she?” intrigue. Truth be told: DECEPTION is only for the bold.

Roxy Louw - Surf



Top: Pop Art / Light Green

Dress: Peace N Luv / White



A: Deception \$270
Polished Gold / Bronze POLARIZED

B: Deception \$270
Polished Chocolate / Bronze POLARIZED

C: Deception \$190
Matte Berry / G40™ Black Gradient

B



C



A





A: Hinder \$220 Polished Chrome / Grey POLARIZED
B: Hinder \$220 Polished Gold / Bronze POLARIZED
C: Hinder \$170 Matte Berry/ G40™ Black Gradient



Top: X Bikini / Bottom: X Bikini



Claudia Goncalves - Surf

OAKLEY **HINDER™**

With a wink to the past and an eye on the future, HINDER is the cool new aviator for 2010. A classic style reshaped for the next decade, HINDER's iconic frame hinges with a subtly industrial twist that is anything but ordinary. HINDER is designed to complement any girl's style.

OAKLEY DISCREET™

We designed DISCREET to be seriously fun: a universally flattering shape with flirty details that really pop. Hammered "jewelry" at the hinge and vibrant interior graphics show off your playful side, while the 6-base square shape gracefully frames your face.

Top: X Back Top / Bottom: X Back Bottom



Dress: Tie Me Up



A: Discreet \$220
Tiger Eye / Bronze POLARIZED

B: Discreet \$220
Black Stripe / Grey POLARIZED

C: Discreet \$170
Jade / Grey