

**FOR IMMEDIATE RELEASE:**

Editorial contact:

Alyssa Gross  
Public Relations, Oakley Inc.  
(949) 829-6291  
alyssag@oakley.com

**OAKLEY BECOMES OFFICIAL EYEWEAR PARTNER  
OF MAMMOTH MOUNTAIN SKI AREA**

**FOOTHILL RANCH, Calif., February 28, 2011** – Oakley, Inc. today announced that it has entered into a long-term agreement to be the Official Eyewear Partner of Mammoth Mountain Ski Area, one of the most popular ski destinations in America. The company is also being recognized as an Official Terrain Park Supporter of the Unbound Terrain Parks at Mammoth Mountain.

“This partnership with Mammoth Mountain Ski Area is an honor for Oakley, and it validates our many years of dedication in driving the innovation of alpine performance technology,” said Scott Bowers, Oakley SVP Global Marketing and Brand Development. “Many of our top pros who have come out of Mammoth rely on Oakley’s high definition [sunglasses](#) and [goggles](#), including Winter Olympian and Mammoth Unbound Team Rider [Greg Bretz](#), use Mammoth to hone their skills. It provides riders with the terrain and parks to push performance beyond limits, and Mammoth Mountain is a place where all riders and skiers can reach their true potential. On top of that it is just cool that we are aligned with a California snow resort that is world-class. We are proud to achieve the recognition of being the official eyewear partner,” concluded Bowers.

As the Official Eyewear Partner of the Mammoth Mountain Ski Area and Official Terrain Park Supporter of the Unbound Terrain Parks at Mammoth Mountain, Oakley will outfit park staff with [Oakley sunglasses](#) and goggles for unrivaled optical clarity and protection through 2014.

“Mammoth has always been on the cutting edge of innovation in the ski and snowboard industry,” said Howard Pickett, Chief Marketing Officer of Mammoth Mountain Ski Area. “Partnering with an industry leader like Oakley is a natural fit for us and we’re confident that this new partnership will bring value to Mammoth and its customers and provide a tremendous opportunity to cross-market our brands.”



OAKLEY, INC.

ONE ICON  
FOOTHILL RANCH  
CALIFORNIA 92610

PHONE: 949.951.0991  
FAX: 949.829.6266  
WWW.OAKLEY.COM

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Located in eastern California, Mammoth Mountain has more than 3,500 acres of ski terrain, including 3,100 feet of vertical rising to a peak elevation of 11,053 feet. The facility includes nine Unbound Terrain Parks, and “Unbound Main” is a favorite among professional freestyle skiers and snowboarders. In addition to being recognized as the Official Terrain Park Supporter of the Unbound Terrain Parks, Oakley is now the Official Eyewear Supporter. Mammoth is also prized for a world-famous 18-foot-tall Super Pipe, as well as a 22-foot-tall Super-Duper Pipe — one of only a handful in the world today. Challenging chutes and open mogul runs are available at the top of the mountain. The overall facility has twenty-eight lifts (including three gondolas) that provide a lift capacity of 50,000 passengers per hour.

Visit [Oakley.com](http://Oakley.com) to learn more about the company's premium [snow goggles](#), [sunglasses](#) and performance [winter apparel](#).

### ***About Oakley, Inc.***

Established in 1975 and headquartered in Southern California, Oakley is one of the leading sports brands in the world. The holder of more than 600 patents, Oakley is continually seeking problems, solving them with inventions and wrapping those inventions in art. This philosophy has made Oakley one of the most iconic and inimitable brands on the market, with innovations that world-class athletes around the globe depend on to compete at the highest level possible. Oakley is famed for its insuperable lens technologies such as [High Definition Optics® \(HDO®\)](#) which is incorporated into all Oakley sun and prescription eyewear, and goggles. Oakley has extended its leadership position as the world's leading sports eyewear brand into apparel, footwear and accessories collections. Laser focused on the consumer, Oakley has both men's and women's product lines that target Sports Performance, Active and Lifestyle consumers. Oakley is a subsidiary of Luxottica Group. Additional information is available at [www.oakley.com](http://www.oakley.com).

### ***About Mammoth Mountain Ski Area***

Mammoth Mountain Ski Area is the leading four-season mountain resort in California. With 1.3 million annual skier visits, Mammoth Mountain is currently the third most frequented ski resort in the United States. The company owns and operates a variety of resort businesses including recreation, hospitality, real estate development, food and beverage and retail. Specific businesses owned and operated by Mammoth Mountain include Mammoth Mountain Ski Area, June Mountain, Tamarack Lodge and Resort, Mammoth Snowmobile Adventures, Mammoth Mountain Bike Park and the Mammoth Mountain Inn. Mammoth Mountain also operates Juniper Springs Resort, the Village Lodge and Sierra Star Golf Course in



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Mammoth Lakes, California. For more information on Mammoth Mountain, visit [MammothMountain.com](http://MammothMountain.com) or call 800.MAMMOTH.

The Mammoth Mountain Unbound Terrain Parks lead the industry in innovation and quality with nine parks, three half pipes, two AcroBags, 90+ jibs and 100+ jumps on over 100 acres of California's favorite mountain resort. Using state-of-the-art equipment to provide a progressive environment for all levels, from beginners to a team of 22 professional athletes, the Unbound earns consistent ratings among the top parks of the world. The Mammoth Unbound Terrain Parks are on the forefront of progression with the Stomping Grounds, Mammoth's new Evolution Park complete with soft rails, sequence jumps and dual AcroBags. For more information on the Unbound and Mammoth Mountain Ski Area, visit [www.MammothMountain.com](http://www.MammothMountain.com) or call 800.MAMMOTH.



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