

PILLA Eyewear Congratulates Joshua Richmond as Winner 2010 Men's Double Trap at the ISSF World Championship

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Ridgefield, CT --(AmmoLand.com)- Twenty four year old Joshua Richmond, a Fort Benning, Georgia native, wearing PILLA High Performance Eyewear's Panther Post Frame with new HDX 50R technology, featuring cutting-edge materials with superior clarity and eye protection, captured the men's Double Trap competition at the ISSF World Championship in Munich Germany.

"I would like to congratulate Joshua on his dominant victory, including shattering a perfect 50 out of 50 targets in the final," said Philip Pilla, Chief Executive Officer of PILLA High Performance Eyewear.

"Not only did Joshua tie a world record, but his outstanding performance helped him secure a spot on the United States Olympic Team. With two PILLA shooters already on the Olympic Team, PILLA once again has proven that the world's best shooters have turned to PILLA Performance Eyewear for a distinct competitive advantage. Our Italian hand-crafted frames, coupled with our new HDX Anti-Reflective Lens technology, create a visual advantage for shooters wearing PILLA glasses," stated Pilla.

"It feels simply great! To win a world title, equaling the world record and securing an Olympic spot especially since it came in such tough conditions," said Richmond.

"My PILLA glasses proved to be the most valuable piece of equipment I had. Despite a cold, thin rain and a constant breeze blowing from the left to the right side of the range, my PILLA glasses enabled me to perform at the top of my game. My PILLA eyewear enabled me to stay calm and focused without any eye fatigue, particularly during the pressure-packed finals when the match had to be stopped twice to fix the targets angle," stated Richmond.

"We are very excited about our entire line of PILLA High Performance Eyewear, which features more technological advancements than any other product in the industry," said Pilla. "Because our glasses are designed for athletes by athletes, the performance gain of PILLA glasses is unmatched."

About PILLA High Performance Eyewear

PILLA High Performance Eyewear has become the authority in performance eyewear for the competitive athlete. Designed for athletes by athletes, PILLA utilizes cutting-edge materials with superior clarity, sun protection capability and a proprietary contrast technology to enhance visual acuity and depth of field, both critical to maximizing focus and minimizing eye fatigue. With lenses available in a variety of prescription options and frames specifically and custom designed for shooting, hunting, golf, equestrian, rodeo, race car driving and aviation, PILLA High Performance Eyewear is the leading Technical Vision Provider for the Sports Enthusiast. PILLA Eyewear products are sold through leading pro-shops around the world as well as online at www.pillasport.com and at the company's headquarters, 35 Danbury Rd., Ridgefield, CT 06877.

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