

PILLA HIGH PERFORMANCE EYEWEAR
TECHNICAL VISION PROVIDERS FOR THE SPORTS ENTHUSIAST

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NEWS

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PILLA High Performance Eyewear Use By Kristy McPherson
At CN Canadian Women's Open
Records Her Best Finish of the Year



Kristy McPherson (right) wearing PILLA Photo by Gregory Shamus/Getty Images

(Ridgefield, Ct; August 30, 2010) PILLA High Performance Eyewear, featuring cutting-edge materials with superior clarity and eye protection, was used by Kristy McPherson at the CN Canadian Women's Open. Kristy's bogey free round of 66 was the lowest round on Sunday and helped catapult her to a tie for second place, her best finish on tour this year.

"I would like to congratulate Kristy for her outstanding play at the CN Canadian Women's Open and for her best finish of the year," said Philip Pilla, Chief Executive Officer of PILLA High Performance Eyewear. "A substantial and growing number of professional golfers have turned to our performance eyewear for a distinct competitive advantage. Our Italian hand-crafted frames, coupled with our new HDX Ballistx Varia Lens technology, creates the effect of brightening the fairway and putting surface, creating a visual advantage from tee to green," stated Pilla.

"Because of my new PILLA Eyewear, I was able to stay relaxed and focused, often during difficult conditions. I putted beautifully down the stretch, and with my PILLA Eyewear, I feel that I am going to make every putt." stated McPherson. "I consider my PILLA Eyewear to a valuable piece of my golf equipment and I am really looking forward to the rest of the year."

"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. "Our Varia lens technology automatically regulates the proper amount of light into the eye for maximum

preservation of eye alertness. Because our glasses are designed for athletes by athletes, the performance gain of PILLA glasses is unmatched."

PILLA High Performance Golf Eyewear features a unique two-frame system to manage light—one frame for tee to green and one frame for the putting surface. PILLA's high performance greens-reading lenses are specifically formulated to identify minor changes in contour by identifying changes in light. The ability to read minor changes in green contour is accomplished with a lens that infuses an extremely high level of contrast while intensifying color. PILLA glasses offer a range of lens light transmissions to offer the golfer specific technology for different lighting conditions.

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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