



## NEWS

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### PILLA High Performance Eyewear Teams Up with Beval Saddlery

(Ridgefield, CT; June 10, 2010) **PILLA High Performance Eyewear** is proud to announce a new partnership with premier saddlery manufacturer and supplier **Beval Saddlery**. This partnership will allow PILLA ([www.pillasport.com](http://www.pillasport.com)) to sell directly through the Beval website, ([www.Beval.com](http://www.Beval.com)) enabling Beval to serve as a one-stop resource for all things equestrian, highlighting PILLA's equestrian eyewear. In addition, PILLA's line of high performance eyewear will also be available for purchase in Beval Saddlery's retail stores with locations in Gladstone, NJ, New Canaan, CT, North Salem, NY and Saugerties, NY as well as through Beval's mobile unit.

"I am thrilled at the opportunity to partner with Beval, the authority in equestrian saddlery equipment," said Philip Pilla, CEO of PILLA High Performance Eyewear. "PILLA's commitment to providing unparalleled high performance eyewear is a perfect match for Beval's top quality equestrian products. Effective this month, PILLA's Bellagio, Charlie, Como, Corsa, Dino, Executive, Hollywood, Matrix, Maverick, Mitchell, Monaco, Palmilla, Pearl and Razor models will be available on Beval's website, providing equestrian enthusiasts with the most advanced eyewear to maximize visual acuity and depth of field, enhance color registration and protect the eyes from sun damage, while providing unparalleled impact resistance."

Mark H. Walter, President and CEO of Beval Saddlery echoed Pilla's excitement stating, "We are proud to partner with PILLA and believe that the addition of their high performance eyewear line on our website will provide our equestrian customers with the finest eyewear designed to enhance their athletic performance."

Both Beval and PILLA sustain relationships with Olympic medalist riders Nicole Shahinian-Simpson and Will Simpson. Beval Saddlery is an official sponsor of Nicole and Will and the duo also serves as board advisors to PILLA in relation to design of equestrian specific eyewear.

"Nicole and I are delighted to see Beval Saddlery and PILLA High Performance Eyewear join forces, as they are both industry leaders providing products which elevate the experience and quality for today's competitive equestrian," said Will Simpson, 2008 Olympic Gold Medalist.

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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 golf, equestrian, hunting, shooting, 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](http://www.pillasport.com) and at the company's headquarters, 35 Danbury Rd., Ridgefield, CT 06877.

About Beval Saddlery

Beval Saddlery offers over 50 years of excellence as a premier saddlery manufacturer and supplier with a complete menu of services catering to the discerning equestrian. With retail stores in Gladstone, NJ; North Salem, NY; New Canaan, CT; Saugerties, NY and Wellington, FL as well as a mobile unit that travels to horse shows up and down the East coast, they remain at the heart of the equestrian community. For more information about Beval Saddlery services, saddle fitting, leather repair, custom tailoring and alterations, please call Beval directly at 800-524-0136, visit their website at [www.beval.com](http://www.beval.com), email or visit your closest Beval store.

Beval Saddlery Sponsored Riders, Nicole Shahinian-Simpson & Will Simpson, Advisors to PILLA High Performance Eyewear

Based out of Royal Oaks Farm in Thousand Oaks, CA, Nicki and Will operate a premier training business offering superior care and coaching for competitive show jumping equestrians. At the time of this release, Nicki ranks 4th among the leaders long listed for the 2010 WEG Show Jumping Team. As one of only 11 riders to win both the ASPCA Maclay National Championship and the AHSA/Medal Championship as a junior, Nicki made her Grand Prix debut in 1993. Since then, she has competed Internationally at events including 7 World Cup Finals & the 2002 World Equestrian Games. Her husband and teammate, Will Simpson, will support Nicki through the 2010 World Equestrian Games as he keeps his eye on the 2012 Olympics. Will made an early mark on the Show Jumping world when he set an outdoor high-jump record of 7'9" on Jolly Good in 1985. He built a resume of impressive achievements including a 2002 West Coast League Championship win (scoring the 3rd highest total in the league's history), four consecutive Del Mar International Grand Prix victories, first place wins at the 2006 CANA Cup & 2007 Ariat Grand Prix, numerous 2008 Grand Prix wins and 2008 Olympic Show Jumping Team Gold.

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