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Contact: Stuart Goldstein, Raker Goldstein & Co.
201-784-1818,
stuart@rakergoldstein.com

PILLA High Performance Eyewear Opens Retail Location In Ridgefield, CT.



(Ridgefield, Ct; July 26, 2010) PILLA High Performance Eyewear, makers of hand-crafted eyewear designed by athletes for athletes and for lifestyle wear, has opened its retail location in Ridgefield, CT. Adjacent to its U.S. headquarters, the store will offer a wide array of Italian-made models created expressly for golf, sailing, shooting, hunting, equestrian and race car driving. Open Monday through Friday from 9 a.m. to 6 p.m., the store offers completely customizable glasses in terms of prescription and fit.

"We are pleased to open our first retail location right here in Ridgefield, in the heart of Fairfield County," said Philip Pilla, Chief Executive Officer and lead designer "Having a retail location gives the consumer an opportunity to get custom fit for our industry leading eyewear with our expert customer service personnel. 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," stated Pilla.

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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