

PILLA HIGH PERFORMANCE EYEWEAR
TECHNICAL VISION PROVIDERS FOR THE SPORTS ENTHUSIAST

SEE THE ADVANTAGE

NEWS

For more information contact:
Heidi Raker/Stuart Goldstein
(201) 784-1818

heidi@rakergoldstein.com
stuart@rakergoldstein.com

Public Relations for PILLA
Samples/hi-res images available

FOR IMMEDIATE RELEASE

PILLA High Performance Eyewear Debuts Pro Line Additions

Two New High Performance Models Introduced Using
Proprietary Carbon Fiber Technology, Creating Lightest, Strongest,
Vision-Enhancing Eyewear for Shooting Enthusiasts



The PILLA Outlaw with PILLA HDX Varia Lenses



The PILLA Tomcat with PILLA HDX Varia Lenses

(Ridgefield, CT; June 7, 2010) PILLA High Performance Eyewear, the leading authority in performance eyewear for the competitive athlete, announced today the introduction of two new frames, the Tomcat and the Outlaw.

Weighing less than one ounce each, these stylish frames come with an innovative **Carbon Fiber Fork Temple™ design**. This *proprietary Y-shaped design*

provides perfect molding to the head while reducing discomfort felt with more traditional designs. Tomcat and Outlaw are the lightest additions to the PILLA Pro line.

"The Outlaw and Tomcat, which are part of our PILLA Pro line, are the most technically advanced glasses we have ever produced using high performance carbon fiber," said Philip Pilla, Chief Executive Officer of PILLA Performance Eyewear. "The unique nature of carbon fiber has allowed us to create the lightest, strongest (using a bullet-proof lens material), most comfortable frame on the market. Coupled with our new HDX Anti-Reflective Lens technology, these glasses have raised the high definition experience of our glasses resulting in market leading performance. This dynamic combination of frame technology and light management leads to a definitive competitive advantage for today's shooter."

PILLA's Outlaw and Tomcat frames are designed to be used with its new HDX Anti-Reflective technology interchangeable lenses. These lenses offer superior resolution with a proprietary multi-layer anti-reflective coating which removes all visual glare and noise (i.e., all manner of visual haze or distraction). *The HDX Anti-Reflective line possesses a color balancing and enhancing technology which allows different amounts of light to pass through the lenses for optimal focus and registration of depth of field. With a patented lens anchor "Snap Tec" technology which allows for snap on/off lens interchange, lens changing has never been easier.*

HDX Anti-Reflective Lens Technology Overview:

-HDX Anti-Reflective MAX Orange is the *finest Target registration lens in the world with a 600% boost in the visual part of the spectrum* that relates to Orange. The key with this lens technology is that the eyes register the full color spectrum while seeing a significant spike in the orange band.

-HDX Anti-Reflective HIGH CONTRAST is PILLA's newest collection of lens science that concentrates on *quick acquisition of the target through increased levels of contrast.* These lenses *set the standard in clarity and contrast.*

-HDX Anti-Reflective Varia is a specialty lenses *engineered for all day wear.* These lenses *regulate the proper amount of light passing through the lens depending on how bright or overcast the conditions are: the lens automatically changes from dark to light and back as the sun comes and goes.*

"We are very excited about our entire 2010 PILLA Performance Eyewear line, which features more technological advances than any product in the industry,"

said Pilla. "Because our glasses are *designed for athletes by athletes*, the performance gain of PILLA glasses is unmatched."

"PILLA's Tomcat and Outlaw designs give shooters the lightest, sharpest, safest, most comfortable eyewear that translates into optimal clarity and contrast," said **George Digweed, 16-time World Champion**. "PILLA provides shooters with an unfair advantage. Their eyewear is unparalleled for shooters and sports enthusiasts."

According to optometrist and shooting enthusiast Dr. Richard Colo, "The introduction of the Tomcat will be a significant step forward for the Rx shooter. The combination of PILLA's patented lens anchor system, HDX Anti-Reflective lens material (the lightest in the industry), and carbon frame technology propels the Rx shooter into a realm of comfort, safety and clarity never experienced before."

Hand-crafted in Italy, the Tomcat, available with prescription lenses, (\$699 for the frame and three sets of non-prescriptive lenses) and Outlaw (\$795 for the frame and three sets of non-prescriptive lenses) are sold at select shooting events, through premium outdoorsmen catalogs, at its Ridgefield, CT headquarters (35 Danbury RD) or online at www.pillasport.com.

About PILLA High Performance Eyewear

The authority in performance eyewear, with 16-time World Champion George Digweed serving as design consultant, PILLA is the eyewear of choice for 28 of the world's top 30 shooters. 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. With prescription lenses available and frames specifically 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 High Performance Eyewear products are sold through leading specialty retailers and pro-shops in the U.S., Europe and Asia as well as online at www.pillasport.com and at the company's headquarters, 35 Danbury RD, Ridgefield, CT 06877-4033, Monday through Friday from 9:00 a.m. – 5:00 p.m.

About Dr. Richard Colo

Based in Suffield, CT, Dr. Richard Colo provides primary eye care examination services along with the diagnosis and treatment of eye disease. His professional

specialty, combined with his personal passion for shooting, places him in a unique position to evaluate the visual system as it relates to clay target sports. Shooters of all levels have benefited from his expertise as related to their specific needs and his ability to maximize their potential through proper visual system evaluation and optical correction.

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