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**NEWS**

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**PILLA High Performance Eyewear Congratulates the Runner-up of the Sybase Match Play Tournament**

(Ridgefield, Ct; June 1, 2010) PILLA High Performance Eyewear's Monaco frame, featuring cutting-edge materials with superior clarity and eye protection, was used by the runner-up in the prestigious LPGA Sybase Match Play Tournament.

"I would like to congratulate the ninth ranked player in world for her outstanding play at the Sybase Match Play 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 Ballastx Varia Lens technology, creates the effect of brightening the fairway and putting surface, creating a visual advantage from tee to green," stated Pilla.

"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 green-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](http://www.pillasport.com) and at the company's headquarters, 35 Danbury Rd., Ridgefield, CT 06877.

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