

NEWS

FOR IMMEDIATE RELEASE

From Shooting Range to Urban Environs, PILLA High Performance Eyewear Makes a Statement

Sleek, Protective Light-Managing Ballistx Lenses, Italian Hand-Crafted Frames



Olympian Will Simpson sporting Charlie

PILLA High Performance Eyewear's Como

(Ridgefield, CT: July 7, 2010) PILLA High Performance Eyewear, the leading authority in performance eyewear for the competitive athlete, has seen a significant crossover in the use of their edgy eyewear from the shooting range and hunting grounds to the streets of Manhattan.

“PILLA fans are using their shooting and hunting eyewear off-range, enjoying the stylish look and all-day comfort of our models for lifestyle use,” said PILLA CEO and lead designer Philip Pilla. “Our dramatic orange lenses, perfect for target capture and color contrast, vibrantly enhance colors and manage light, making squinting a thing of the past and protecting the eyes completely from all harmful UV rays. Our Ballistx light filtration technology provides a comfortable, natural visual experience so eyes feel relaxed in all lighting conditions. Scratch resistant and bullet proof, PILLA lenses are virtually indestructible. Plus, as lifestyle eyewear, they look just as sharp paired with a suit as they do in more casual weekend or hunting attire. Style

savvy women are also becoming fans, thanks in part to PILLA's visibility amongst female shooters, equestrians and LPGA tour."

PILLA High Performance Eyewear offers a vast line of proprietary frames and lenses custom designed for golf, equestrian, hunting, shooting, rodeo, race car driving, aviation, etc. Available in both prescription and non-prescription with customizable lens options, the Corsa, Charlie, Maverick, Hornet, Belaggio, Giro and GP range in price from \$229 - \$484.



The Corsa



The Hornet



The TomCat



The GP

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 and at the company's headquarters, 35 Danbury Rd., Ridgefield, CT 06877.

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