



NEWS

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U.S Olympic Gold Medalist Identifies Hand-Crafted Eyewear as Contributing Factor to His Victory in the CN Performance World Cup Grand Prix

Will Simpson Selects PILLA High Performance Eyewear as Eyewear of Choice

(Ridgefield, CT) June 28, 2010 – Will Simpson, 2008 Olympic Gold Medalist, and member of PILLA High Performance Eyewear's esteemed advisory board was one of only two starters to master the recent \$100,000 CN Performance World Cup Grand Prix, winning in a dramatic, shortened jump off course. Simpson attributes his victory, in part, to his usage of PILLA and names PILLA High Performance Eyewear as his eyewear of choice both on and off the course.

"The minute I put them on, I immediately noticed the enhanced visual acuity and clarity," said Simpson. "After 35 years of not using performance eyewear, I tried PILLA, and haven't ridden without them since."

PILLA High Performance Eyewear offers unparalleled clarity, color registration, 100% protection from the sun's harmful UV rays, impact resistance and light management systems all crucial to performance in the equestrian sector. While competitor glasses create a sensation of fog for riders, the patented process through which PILLA frames are made in Italy eliminates distortion of the lens, enhancing color and details without causing stress on the eye.

"PILLA lenses offer ultimate protection from the sun's harmful rays, as well as from the wind, both of which directly affect a rider's performance," said Simpson. "The all-day comfort coupled with the visual advantage they provide make PILLA a viable option for both sport and leisure."

"I would like to congratulate Will for his outstanding win at the CN Performance World Cup Grand Prix," said Philip Pilla, Chief Executive Officer of PILLA High Performance Eyewear. "A substantial and growing number of professional athletes have turned to our performance eyewear for a distinct competitive advantage. Our Italian hand-crafted frames, coupled with our new HDX Lens Technology, create a dynamic combination of frame technology and light management resulting in market leading performance," 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. "Because

our glasses are designed for athletes by athletes, the performance gain of PILLA glass is unmatched.”

PILLA High Performance Eyewear’s Equestrian Collection features models available in both prescription and non-prescription in addition to customizable frame and lens options. The Matrix, Razor, Monaco, Dino, Corsa and Mantas are priced between \$229-\$484 and can be purchased at www.pillasport.com, at the company’s headquarters located at 35 Danbury Rd., Ridgefield, CT 06877 or through PILLA’s recent partnership with Beval Saddlery Ltd. at www.beval.com.



Will Simpson sporting PILLA High Performance Eyewear’s Charlie (left) and Dino (right) for lifestyle and sport.

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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