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*Aviation Superstore*

**FOR IMMEDIATE RELEASE**

Contact: Alison Sageese, Director of Marketing  
PilotMall.com Aviation Superstore  
Tel: (727) 209-2586  
Fax: (727) 209-2590  
Email: alison.sageese@pilotmall.com

**PilotMall.com Announces Release of Parma™ Sunglasses**

St. Petersburg, FL - October 17, 2007 -- PilotMall.com, Inc. today announced the release of Parma™, the latest in the company's exclusive line of aviation sunglasses. Parma™ features the patented HDL-3C™ high definition lens that equalizes the color spectrum obtaining a generalized increase of the relative transmittance factors without reduction of any color, thus increasing clarity and visual performance.

A photo accompanying this release is available at:  
<http://www.pilotmall.com/downloads/sunglasses.zip>

"Parma's™ classic aviator styling with a modern twist combines fashion with performance technology," said PilotMall.com President Neil Glazer. "The design is so stylish, it stands on its own, yet you shouldn't have to sacrifice performance just to look good, which is why we developed Parma™ with HDL-3C™ at its center for unbeatable visibility and protection."

The new frameless Italian Parma™ sunglasses have a comfort spring hinge and are made from the highest quality materials. Italy is known for its style and high quality workmanship and Parma's lightweight lenses provide 100% UV protection. Parma™ is available in Grey or Rose lenses. Each pair includes a micro fiber pouch and hard case with a one year guarantee.

PilotMall.com is a specialized full-service aviation retailer offering over 3,000 aviation products. For more information about PilotMall.com Aviation Superstore® or our products, visit the web site at [www.PilotMall.com](http://www.PilotMall.com) or phone Alison Sageese at (727) 209-2586.

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