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FOR IMMEDIATE RELEASE

CameraBright, Inc. Selects Nichia Corp. to Provide Ultra Bright White LED Lamps for its CameraBright!TM Lighting Accessory

Premier Line of Lighting Accessories Leverage Technology from a Leader in LED Manufacturing and Development to Eradicate Common Lighting Challenges

Arvada, CO — November 30th, 2004 — Today, CameraBright, Inc., which is dedicated to providing common sense solutions to photographers, has announced that it has selected Nichia Corp. as a key supplier of white LED lamps for its CameraBright!TM X1 lighting accessory. Nichia, a leading provider of light emitting diodes (LEDs), has a strong focus on developing and commercializing super high brightness LEDs, which are a critical component in the CameraBright! accessory. The affordable CameraBright! accessory, which easily attaches to the tripod mount of most cameras and camcorders, provides a bright light source that ensures that even casual photographers and videographers capture the shots they want—and achieve higher quality results using their existing equipment.

“Nichia has pioneered the development of white LEDs for some time now and this type of technology is clearly important to us here at CameraBright, Inc. as we work to provide the most effective and affordable lighting source possible to our users,” said Brett Pardikes, President and CEO of CameraBright, Inc. “As a company, we have built our success on intellectual property and we place a high value on technological innovation. Knowing our CameraBright!TM X1 lighting accessory will benefit from Nichia’s focus on quality, reliability and innovation is invaluable.”

The CameraBright! X1 will utilize Nichia’s ultra bright white LEDs to allow consumers to achieve brighter and better lighting when taking videos or photographs. The lighting accessory requires no technical expertise or learning curve to use. A single on/off switch (with automatic shut off) controls the unit. When on, CameraBright! gives users a constant light source to let photographers and

videographers frame up their pictures perfectly in the view finder or LCD preview screen before taking the picture with the camera's built in flash.

In addition, additional lighting reduces the problem of red eye, to eliminate the need to spend time retouching. The accessory's ultra-bright white LED lighting also provides an affordable solution for camcorder users, since most camcorders available today provide no built in lighting for taking movies in low/no-light conditions.

The compact unit, which weighs only 2 ounces with batteries and measures 2.5 by 1.5 by .625 inches, is small enough to leave conveniently attached to the camera. Four coin cell batteries provide up to four hours of continuous use (about one year for the typical digital camera users).

CameraBright!TM X1 costs \$29.95 and can be purchased directly from CameraBright, Inc.'s on-line store (www.camerabright.com). For more information about the company or its products, visit the company's Web site or call 1-866-342-2144.

About CameraBright Inc.

CameraBright, Inc. is focused on developing the first low cost lighting accessory product line dedicated to the consumer camera and camcorder industry, including digital. Based in Colorado, the company is a privately held corporation. CameraBright, Inc. has a desire and commitment to "Make it Right, Make it Bright!" For more information, visit www.camerabright.com.

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