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FOR IMMEDIATE RELEASE

CameraBright, Inc. Expands CameraBright! X1 Line of Low- and No-Light Accessories to Give Camera and Camcorder Users More Options

Premier Line of Consumer Lighting Accessories Announces Availability of the CameraBright! X1-W Warm White and CameraBright! X1-ER Extended Range Versions

Arvada, CO — February 15, 2005 —CameraBright, Inc., in their effort to deliver the latest technology in lighting accessories for mainstream camera and camcorder users, has announced the availability of two new models, including an extended range model and a warm white light model, in the CameraBright![™] X1 lighting accessory product line.

“The introduction of the new CameraBright![™] X1-W and CameraBright![™] X1-ER lights is the next step in our continual efforts to improve our products and stay ahead of the technology curve,” said Brett Pardikes CEO and President. “A key component of our commitment and vision for this company and this product line is offering excellent products at a fair price—it makes everybody feel good at the end of the day.”

The CameraBright![™] X1-ER Extended Range provides cooler color temperatures (6,000K), a slender light beam and brightness of 72 candelas, one of the highest intensity LED lights available. The X1-ER, the longest range product in the family, offers an effective range of up to 20 feet. Meanwhile, the CameraBright![™] X1-W Warm White light provides a warmer temperature light (3,000K), a broader light beam, and a diffusion lens over the LED. This model, which offers brightness of 25 candelas and a range of up to 10 feet, provides slight diffusion and reduced intensity for superior lighting for photographing people. The original CameraBright![™] X1-R light gives users cooler colors temperatures (6,000 kelvins), high intensity (36 candelas) and a slender light beam for effective range and subject penetration for up to 12 feet.

The entire CameraBright![™] X1 product line is designed to extend the utility of virtually any digital camera, traditional camera or camcorder in low- and no-light situations. The CameraBright![™] X1 lighting accessory requires no technical expertise or learning curve—a single on/off switch (with automatic shut off) controls the unit. When on, the accessory gives users a constant light source to

frame their pictures perfectly in the view finder or LCD preview screen of the camera or camcorder—then the camera’s built-in flash can be used for taking the actual picture.

The extra lighting reduces the problem of reddyeye, so photos no longer need retouching. In addition, most camcorders are useless in low/no-light conditions since they have no built in lighting—but the CameraBright!TM X1 bright white LED lighting abolishes the problem completely.

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 attached to the camera—so it’s always ready to use. Four coin cell batteries provide up to four hours of continuous use (about one year for the typical digital camera user). The two newest models are available in a choice of either silver or black.

Pricing & Availability

CameraBright!TM X1-R and X1-W cost \$29.95 each, while the XI-ER is priced at \$34.95, all models are available in either silver or black . The lighting accessories can be purchased from a wide range of camera stores, or directly from CameraBright, Inc.’s online 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 digital camera, traditional camera and camcorder industry. 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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