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FOR IMMEDIATE RELEASE

CameraBright, Inc. Inks Exclusive Wholesale Distribution Agreement with Brandess-Kalt-Aetna Group, Inc.

Nation's Premier Photo/Digital Distributor Puts CameraBright! Lighting Accessory on the Shelves of Over 5,000 Photo-Retail Stores Nationwide.

ARVADA, CO and VERNON HILLS, IL — February 20, 2005 —CameraBright, Inc., which is dedicated to providing common sense solutions to photographers, announced that it has entered into an exclusive photo-retail distribution agreement with Brandess-Kalt-Aetna Group (BKA), a premier distributor for all digital and traditional photographic equipment and accessories, for its unique and innovative CameraBright!TM X1 camera lighting accessory product line. Under the terms of the agreement, BKA, which is a US-based company with warehouses, in Chicago and Los Angeles, will be the exclusive distributor of the accessory, which connects to virtually any digital camera, traditional camera or camcorder to allow users to capture shots even in low and no light situations.

“This strategic alliance with BKA will form the foundation for our expansion into retail stores across America,” said Brett Pardikes, CEO and founder of CameraBright, Inc. “BKA will leverage its large distribution network and superb customer service to put CameraBright lights into the hands of our customers so that we can focus on innovative engineering and creative marketing programs.”

BKA will have exclusive sales rights to CameraBright, Inc.’s X1 product lines in the United States to photo-retail stores. In exchange, BKA has provided commitments to CameraBright, Inc. for minimum volumes of quarterly orders.

“CameraBright’s lighting accessories offer retailers competitively priced products suitable for a wide array of digital and traditional photographic equipment,” says Dan Callahan, President, Brandess-Kalt-Aetna Group. “CameraBright’s products will be distributed through our photo-retail group, which tailors its technical and sales support and product offerings for such retailers targeting both the amateur and professional photographer.”

BKA will demonstrate the entire CameraBright! line of accessories, including the X1-R (ultrabright white), X1-W (warm white) and X1-ER (extended range) camera lights, at the Photo Marketing Association International (PMAI) trade show in Orlando, Florida, February 20th – 23rd at booth #2209.

Pricing & Availability

CameraBright!TM X1-R and X1-W cost \$29.95 each, while the X1-ER is priced at \$34.95, all models are available in either silver or black . For more information, retail stores should contact their regional Brandess-Kalt-Aetna Group sales representative or call 847-821-0450. Consumers can still purchase the lighting accessory directly from CameraBright, Inc.'s online store (www.camerabright.com). For more information about CameraBright, Inc. or its products, visit the company's web site or call 1-866-342-2144.

About Brandess-Kalt-Aetna Group, Inc.

Brandess-Kalt-Aetna Group is committed to being the very best provider of a broad range of photographic, digital and imaging products as well as selected fine art and craft supplies for both the amateur and professional. BKA continually provides new products to ensure that our customer is always on the cutting edge of technology with a dedicated focus on quality, value and service. Visit www.bkaphoto.com.

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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