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FOR IMMEDIATE RELEASE

CameraBright Sets Photo-Retailers Up for a Happy Holiday Season with Point of Purchase Displays from Meridian Display and Merchandising

In-Store Displays Demonstrate the Many Benefits of CameraBright!™ X1 Lighting Accessories to Customers and Promises Substantial Increase in Profits for Sellers

ARVADA, CO — October 27, 2005 — CameraBright, Inc., which continues to increase its market presence with the world's only consumer-based photographic lighting accessory product line, has announced the selection of Meridian Display and Merchandising, a division of Tilsner Carton and a leading producer of corrugated packaging for over 85 years, as the provider of its in-store point of purchase displays of CameraBright!™ X1 camera lighting accessories.

The displays will feature full product inventory, creative messaging for the general consumer and an actual tethered product for customer evaluation. These sales tools will initially be placed in select photo-retail stores across the nation through Brandess-Kalt-Aetna Group, CameraBright's national distributor. CameraBright! X1 lighting accessories connect to virtually any digital camera or camcorder to allow users to capture better pictures and videos in low and no light situations.

"Meridian Display has worked to adhere to our aggressive time lines and desire to keep costs down, while helping us to achieve our ultimate goal of educating customers about the considerable benefits of the CameraBright! X1 accessory," said Brett Pardikes, CEO and founder of CameraBright, Inc. "These displays will properly position CameraBright lights for the large accessory uptake expected in the digital camera market. As our growth into retail stores increase, so will our relationship with Meridian Display."

These displays are expected to be in stores before the busy Thanksgiving holiday shopping weekend in order to enable stores to capitalize on the high attach rate of CameraBright!™ X1 light accessories for camera and camcorders throughout the winter and into spring.

"We like the idea of assisting in the display of CameraBright's lighting accessories within retailers," said Mike Mackley, general manager of Meridian Display. "These displays allow retailers

to greatly increase profitability without increasing sales overhead since they explain the many benefits of CameraBright and provide an opportunity for hands-on discovery for in-store customers.”

The displays will increase CameraBright’s brand value, encourage interaction between the customer and the product and drive sales higher for retailers. “Impulse buys are where CameraBright’s lighting accessories can help our retailers looking to augment their digital camera and camcorder sales,” said Dan Callahan, president of the Brandess-Kalt-Aetna Group. “And point of purchase displays for this type of product can really bring it home to the consumer, which means more units sold and more profit.”

The displays will hold the entire CameraBright! line of accessories, including the X1-R (original), X1-W (warm white) and X1-ER (extended range) camera lights. Meanwhile, a fully-functional product will be securely tethered to the display to give potential buyers an immediate understanding of the product benefits, which include reducing reddyeye, improved composition of pictures, better video, and faster, more reliable focusing.

CameraBright![™] X1-R and X1-W cost \$29.95 each, while the XI-ER is priced at \$34.95. All models are available in either titanium grey or black.

For more information, retail stores should contact their regional Brandess-Kalt-Aetna Group sales representative or call 847-821-0450. Consumers can also 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 Meridian Display and Merchandising

Meridian Display and Merchandising is a full service point of purchase design and manufacturing firm based in St. Paul, Minnesota. Meridian Display has over 200,000 square feet of manufacturing and warehouse space, enough to handle the largest, most demanding projects. Visit www.meridiandisplay.com to check out their various predesigned and custom displays.

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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