



**FOR IMMEDIATE RELEASE**

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**CameraBright, Inc., Provides Better Pictures and Videos in Low or No Light Situations**

*Producer of the World's First Consumer-based Camera Lighting Accessories Powers Existing and Next Generation Products with Duracell Batteries*

**Arvada, CO — January 2, 2006** —CameraBright, Inc. today announced that it will be using Duracell batteries in their next generation camera lighting accessories which connect to virtually every digital camera or camcorder to improve picture and video quality in low and no light situations. CameraBright! X1 lighting accessories easily attach to the tripod mount of most digital cameras or camcorders, providing readily accessible light for composing pictures, reducing redeye, improving autofocus and taking better videos.

“CameraBright light users want consistency and reliability to capture pictures and videos, since they often only have one chance to capture great memories,” said Brett Pardikes President and CEO of CameraBright, Inc. “Our customers trust Duracell batteries and know they can get them almost everywhere.”

CameraBright, Inc. is expected to launch several new products next year that will utilize Duracell brand batteries. Existing products will also be transitioned over to Duracell batteries in the upcoming calendar year. CameraBright, Inc.’s retail point of purchase displays, product packaging and web site will reflect the inclusion of Duracell brand batteries within the CameraBright light products.

"CameraBright lights are an innovative consumer product accessory targeting the growing digital camera market," says Mani Parmar, Director, Duracell Global OEM Sales. "Our batteries are a natural fit for these accessories since consumers have trusted Duracell to power digital cameras for years.”

CameraBright, Inc. currently offers four versions of its CameraBright! X1 lighting accessories that can benefit from Duracell batteries. The X1-R Original, X1-W Warm White, X1-ER Extended Range and X1-ER+ Extended Range Plus are all currently available. All units' contain user replaceable batteries which are included.

Consumers can purchase the lighting accessory directly from CameraBright, Inc.'s online store ([www.camerabright.com](http://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 Duracell**

Part of the Procter and Gamble Company (P&G), Duracell is the world's leading manufacturer and marketer of high performance alkaline batteries. Duracell also sells a wide range of specialty batteries including lithium, zinc air and nickel metal hydride (NiMH) batteries. For more information about Duracell, visit [www.duracell.com](http://www.duracell.com).

### **About CameraBright Inc.**

CameraBright, Inc. is focused on developing the first low cost lighting accessory product line dedicated to the consumer digital camera, camcorder and camera phone industries. 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](http://www.camerabright.com).

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