



FOR IMMEDIATE RELEASE

Retailer Micro Center to Add CameraBright, Inc. Products to Growing Digital Camera Accessory Departments

Ranked in the Top 20 of Consumer Electronics Retailers in the US, Micro Center is set to supply CameraBright!TM X1 lighting accessories to digital camera and camcorder users.

Thornton, CO — April 3, 2006—CameraBright, Inc. today announced that Micro Center's 19 retail locations across the United States will be carrying the CameraBright!TM X1 series digital camera and camcorder lights. The CameraBright! lighting accessories 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 providing a readily accessible constant light source for composing pictures, reducing redden, and improving auto focus while still using the cameras built in flash. CameraBright! lights also help in taking better videos with today's compact camcorders or point and shoot cameras with built-in movie modes.

"There are projected to be nearly 30 million digital cameras sold in the United States this year and nearly every single one of them can take better pictures and videos by using a CameraBright light," said Brett Pardikes, President of CameraBright, Inc. "Micro Center has great sales consultants working in an infrastructure conducive to bringing original products to the market."

Micro Center will carry 2 different models, the CameraBright! X1-W Warm White primarily for video-capable cameras or camcorders and the CameraBright! X1-R Original for general point and shoot photography or occasional videography. Micro Center will also carry the HS1 Hotshoe mount for attaching any CameraBright! X1 light to the shoe mount on top of a digital camera or camcorder.

"Digital camera sales continue to grow and customers are looking for the right accessories to make taking pictures and videos easy and fun," says Kevin Jones, Micro Center's vice president of merchandising. "CameraBright lighting accessories allow our customers to take more pictures and movies and in turn they benefit from Micro Center's expertise in providing the computer systems needed to manage it all."

CameraBright! X1 lighting accessories are distributed through Brandess-Kalt-Aetna Group, Inc., the exclusive distributor in North America. "Our company is very excited to bring together a knowledgeable retailer like Micro Center with an inventive company like CameraBright, Inc.," said

COO of Brandess-Kalt-Aetna Group, Inc., Barbara Brandess. "CameraBright's products will fit well within the distinctive structure and educated sales force of Micro Center stores."

The CameraBright! X1 lighting accessories offered by Micro Center will be available beginning in May of this year. Besides the X1-R Original and X1-W Warm White, CameraBright also offers the X1-ER Extended Range and X1-ER+ Extended Range Plus that are all currently available. For more information about CameraBright, Inc. or its products, visit the company's web site (www.camerabright.com) or call 1-866-342-2144.

About Micro Center

Micro Center (www.microcenter.com) operates 19 stores in major markets nationwide. Founded in 1979 in Columbus, Ohio, Micro Center's distinctive features include:

- A destination retailer designed to satisfy the dedicated computer user.
- Uniquely focused on computers and computer-related products. In fact, offers more computer and computer-related SKUs (over 30,000 in stock) than any other retailer.
- More square footage devoted exclusively to computers and computer-related items than any other retailer (stores average 45,000 square feet).
- Selection, service and sales staff expertise modeled after Nordstrom and other service-oriented retailers.
- More upscale atmospherics than big box consumer electronics stores.
- Innovators of the departmentalized approach to computer retailing. Service levels and expertise vary to meet customer preferences by department. This means:
- Consultative career sales staff in hardware departments which surround staple items in the center of the store.
- Quick in/out shopping experience on staple items with check outs arranged conveniently.

Store locations:

CA - Tustin and Santa Clara; CO - Denver; GA - Atlanta (2); IL - Chicago (2); KS - Kansas City; MA - Boston; MI - Detroit; MN - Minneapolis; NY - Westbury, LI; OH - Cincinnati, Cleveland, Columbus; PA - Philadelphia; TX - Dallas, Houston; VA - Fairfax.

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. CameraBright, Inc also manufactures the recently announced PhoneBright!TM X1 camera phone lighting accessory, visit www.phonebright.com for more information. 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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