

Press Release



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Miraclebeam offers dog owners and their pets increased safety and more security. Miraclebeam Products introduces new Dog-Lite Premium Flashing LED Reflective Collars and Leashes

(CHATSWORTH, CA) –Miraclebeam Products, Inc., (MPI) makers of Miraclebeam Pet lasers, Miraclebeam Dog-Lite Braided Reflective Collars and Leashes, Miraclebeam Cat-Lite Flashing and Reflective Collars and Leashes, Miraclebeam Ultra-Lite LED flashlights and other portable laser and LED products, announced the introduction of their new line of Miraclebeam Dog-Lite Premium Reflective Flashing LED Collars and Leashes, to increase the visibility and safety of pets and their owners.

“This is an innovative time in our Company’s history and indeed, for dogs and their owners.” said Kai Clarke, President of Miraclebeam. “We are introducing to our key channel partners our new line of Miraclebeam Dog-Lite LED Flashing Premium Reflective collars and leashes to increase dog and owner safety, security and visibility.” “Dog-Lite Reflective Flashing LED collars and leashes include a band of highly reflective film integrated into the LED Flashing webbing of the collar or leash. This allows pets and their owners to be seen from up to a half-mile away. In addition to its robust clasp the premium LED Flashing webbing of the collars and leashes give added security and visibility, enhancing the premium value-add of the Dog-Lite line”, continued Clarke. “The ultra-strong nylon webbing is waterproof and great for outdoor dogs. “This is one of many steps in our program of introducing new pet products and integrating

high-visibility technologies into diverse new channels. Our Dog-Lite line of Reflective Flashing LED Collars and Leashes reflects the needs of pet-owners who want to be seen under all conditions, and who demand the security of robust, premium products found throughout our entire line.”

"Miraclebeam is clearly the market leader in the area of laser products, reflective technologies and handheld LED devices, and our new team is building on that success with the introduction of our new line of Dog-Lite Reflective Flashing LED dog collars and leashes," Kai Clarke said. "This new product introduction will give our team the opportunity to leverage the Miraclebeam brand name while creating brand extensions in the retail pet product market.

For more information about this and all MPI Products, please email customerservice@miraclebeam.com, or visit www.miraclebeam.com.

Miraclebeam Products, Inc. (MPI), including Miraclebeam’s Pack-Lite, Visor-Lite, LED-Lite, Ultra-Lite, Super-Lite, Cat-Lite, Dog-Lite, Magnet-Lite, Clip-Lite, Push-Lite, Laser-Lite, Hi-Lite, Lava-Lite, Pet Flashies and TagLite are registered trademarks of Miraclebeam Products, Inc. The names of other companies, products and services, including, but not limited to, Wal-Mart, K-Mart, Home Depot, 7-11, Kroger, Safeway, Walgreens, CVS, Rite-Aid, Lowes, Best Buy, Target, Duracell, Energizer and Rayovac used herein are for identification purposes only and may be trademarks of their respective owners.

About Miraclebeam Products, Inc. (MPI)

Miraclebeam Products is one of the world's innovative providers of portable laser, electroluminescent (EL) and LED solutions. The company provides portable laser, electroluminescent (EL) and LED solutions to overcome today's energy limitations for demanding consumers. Miraclebeam Products is the manufacturer of Miraclebeam laser pointers, Miraclebeam Laser Pens, Pet lasers, Miraclebeam Dog-Lite Flashing and Reflective Collars and Leashes, Miraclebeam Cat-Lite Flashing and Reflective Collars, Miraclebeam Ultra-Lite LED flashlights, Miraclebeam LED Pens, Miraclebeam LED Trekking Poles, Miraclebeam Rolling Computer Bag, Miraclebeam Ultra-Lite Headlamp, Miraclebeam Embroidered LED Hats, and other portable laser, electroluminescent (EL) and LED products. Miraclebeam Products is based in Chatsworth, California. For more information, visit their website at <http://www.miraclebeam.com>

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