

Press Release



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Miraclebeam offers home owners anywhere, anytime light with the push of a finger. Miraclebeam Products introduces their Super-Lite 3-LED Push-Lite.

(CHATSWORTH, CA) –Miraclebeam Products, Inc., (MPI) makers of Miraclebeam Ultra-Lite LED flashlights, Miraclebeam Pet lasers, Miraclebeam Dog-Lite Flashing and Reflective Collars and Leashes, Miraclebeam Cat-Lite Flashing and Reflective Collars and Leashes, and other portable laser and LED products, announced the introduction of their new line of Miraclebeam 3-LED Push-Lites to increase visibility and safety in the household.

“Our new product represents an innovative time in our Company’s history and indeed, for homeowners.” said Kai Clarke, President of Miraclebeam. “We are introducing to our key channel partners our new Miraclebeam 3-LED Push-Lite to increase safety, security, and visibility wherever there are dangerous, unlit areas in the household.” “The Miraclebeam 3-LED Push-Lite includes a series of 3 ultra-brite LEDs, visible up to a half a mile, integrated into the body of the small, lightweight product. This allows homeowners to safely navigate through deep drawers, toolboxes, or wherever extra light is needed. In addition to its easy to use “push on/push off” feature, the ultra-brite LEDs give added security and visibility outside the home as well, while lasting over 100,000 hours,” continued Clarke. “The ultra-strong casing is lightweight and portable, and the adhesive backing makes installation simple and effective.” “This is one of many steps in

our program of introducing new household products and integrating high-visibility technologies into diverse new channels. Our Miraclebeam 3-LED Push-Lite reflects the needs of homeowners who want ensured safety 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 Miraclebeam 3-LED Push-Lite” 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 household product market.

For more information about this and all MPI Products, 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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