

## Press Release



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### **Miraclebeam offers dog and cat owners increased safety, visibility at night, and more security for their pets. Miraclebeam Products introduces new LED-Lite Pet Flashies.**

(CHATSWORTH, CA) –Miraclebeam Products, Inc., (MPI) makers of Miraclebeam Pet lasers, Miraclebeam Dog-Lite Flashing and 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 LED-Lite Pet Flashies, to increase the visibility and safety for pets and their owners.

“This is an innovative time in our Company’s history and indeed, for pets and their owners.” said Kai Clarke, President of Miraclebeam. “We are introducing to our key channel partners our new line of Miraclebeam LED-Lite pet flashies to increase pet safety, security and visibility.” “LED-Lite Pet Flashies include motion-activated flashing LED lights that help keep your pet safe in the dark. The premium super-bright LEDs give added security and visibility, enhancing the premium value-add of the LED-Lite line,” continued Clarke. “The ultra-strong Miraclebeam Clip fits easily on a leash or collar and also comes with an on/off switch to preserve battery life when not in use. “This is one of many steps in our program of introducing new pet products and integrating high-visibility technologies into diverse new channels. Our LED-Lite line of LED Pet Flashies reflects the needs of pet owners who want their pets 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 LED-Lite Pet Flashies," 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, email [customerservice@miraclebeam.com](mailto:customerservice@miraclebeam.com), or visit [www.miraclebeam.com](http://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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