

Press Release



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FOR IMMEDIATE RELEASE: (4-21-2009)

Miraclebeam eases the road ahead offering walkers a suspension-enhanced trekking pole with built-in LED Lights in the grip. Miraclebeam Products Introduces New Super-Lite Spring-Loaded Trekking Pole with 9-LEDs in the handle.

(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 Super-Lite Spring-Loaded Trekking Pole with 9-LED to increase the visibility and safety of travelers.

“This is an innovative time in our Company’s history and indeed, for travelers.” said Kai Clarke, President of Miraclebeam. “We are introducing to our key channel partners our new line of Miraclebeam Super-Lite Spring-Loaded Trekking Pole with 9-LEDs to increase traveler safety, security and visibility.” “Super-Lite Spring-Loaded Trekking Pole with 9-LEDs includes 9 powerful Miraclebeam LED bulbs embedded within its handle which allow travelers to be seen from up to a half a mile away and the bulbs last over 100,000 hours. In addition to the LED’s, it comes with a wristband for added support, and the premium super-bright 9-LEDs give added security and visibility, enhancing the premium value-add of the Super-Lite line,” continued Clarke. “The ultra-

strong Miraclebeam Super-Lite Spring-Loaded Trekking Pole with 9-LEDs is light and durable with internally fitted shock absorbers to reduce fatigue and improve stability. The Trekking Pole can extend up to 53” and collapses down to a mere 27” for easy storage. Our Miraclebeam Super-Lite Spring-Loaded Trekking Pole with 9-LED is a perfect gift for people on the go.” “This is one of many steps in our program of introducing new LED products and integrating high-visibility technologies into diverse new channels. Our Super-Lite line of Trekking Poles reflects the needs of travelers who want to see 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 Miraclebeam Super-Lite Spring-Loaded Trekking Poles with 9-LEDs," 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 traveler's 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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