

Press Release



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**Miraclebeam's new micro-sized keychain offers increased brightness, visibility, safety and more security-in a micro-sized package.
Miraclebeam Products Introduces New Ultra-Lite Professional Black and Camouflage LED Micro Keychains.**

(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 Ultra-Lite Professional Black and Camouflage LED Micro Keychains, to increase the visibility and safety of travelers.

“Our advancements with ultra-brite LED technologies represent 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 Ultra-Lite Professional LED Micro Keychains to increase traveler safety, security and visibility.” “The Miraclebeam Ultra-Lite Micro Keychains include a powerful Miraclebeam LED bulb which allows travelers to be seen from up to a 1000 away. In addition to its solid keychain ring allows for easy key storage, and the premium super-bright LED gives added security and visibility, enhancing the premium value-add of the Ultra-Lite line,” continued Clarke. “The super-strong Miraclebeam Ultra-Lite LED Keychains contain an easy to use dual Function On/Off switch for constant on or push-button operation, and it

fits easily in a pocket or purse and is a perfect gift for people on the go, being smaller than the size of a quarter.” “This is one of many steps in our program of introducing new and economical products, and integrating high-visibility technologies into diverse new channels. Our Ultra-Lite line of LED Keychains 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 Ultra-Lite Micro LED Keychains," 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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