

## Press Release



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FOR IMMEDIATE RELEASE: (9-22-2008)

**Miraclebeam generates increased brightness in their new LED bundle for campers, hikers and travelers. Miraclebeam Products Introduces New Adventure Pack containing an Ultra-Lite 1 Watt LED Flashlight, LED Headlamp, and LED Pocket Knife.**

(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 Adventure Packs containing an Ultra-Lite 1 Watt LED Flashlight, an Ultra-Lite 1 Watt LED Headlamp, and a Super-Lite LED pocket knife, to increase the visibility and safety of travelers.

“Our advancements with ultra-bright 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 1 Watt LED Flashlights and Headlamps, and Super-Lite LED pocket knife to increase traveler safety, security and visibility.” “The Miraclebeam Ultra-Lite 1 Watt Flashlights and Headlamps include powerful Miraclebeam LED bulbs which allows travelers to be seen from more than a mile away and can clearly illuminate for over 100,000 hours. In addition to its solid Flashlight frame made from aircraft-grade aluminum, 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 1 Watt LED Flashlights contain an easy one function On/Off switch for constant operation, and it fits easily in a pocket or purse and is a perfect gift for people on the go, being about the size of your index finger. The Ultra-Lite 1 Watt LED Headlamp is water and impact resistant and rotates 90 degrees. The pocket knife contains a highly durable 4 inch stainless steel blade with an attached LED light.” “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 Flashlights and Headlamps, and Super-Lite pocket knives 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 Adventure Packs," 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](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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