

Press Release



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Miraclebeam offers campers their new line of high-technology Super Brite Multi-LED Camping Lantern for increased safety and more security.

(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, announces the introduction of their new line of high-technology Miraclebeam Super Brite Multi-LED Camping Lanterns, to increase the visibility and safety for campers.

“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 high-technology Miraclebeam Super Brite Multi-LED Camping Lanterns, to increase camping safety, security and visibility.” “The Miraclebeam ultra-powerful LED bulbs allow campers to be seen from over a half a mile away and can clearly illuminate for over 100,000 hours. In addition to its water-resistant frame made from aircraft-grade aluminum, the 16 premium super-bright LEDs give added security and visibility, enhancing the premium value-add of the Super-Lite line,” continued Clarke. “The super-strong Miraclebeam Super Brite Multi-LED Camping Lanterns contain an easy one function On/Off switch for constant operation, and includes a bail-hanger for easy usage and storage. Our durable camping lantern is virtually indestructible and can withstand extreme weather conditions” Our initial production will feature Duracell batteries to power these energy efficient products. “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 Super-Lite line of high-technology Super Brite Multi-LED Camping Lanterns reflect the needs of campers 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 high-technology line of Miraclebeam Super Brite Multi-LED Camping Lanterns," Kai Clarke said. "This new product introduction will give our team the opportunity to leverage the Miraclebeam brand name while creating additional brand extensions in the retail camper's product market.

For more information about 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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