

NORIBACHI ANNOUNCES NEW EXECUTIVE PROMOTIONS IN ADDITION TO YEAR OVER YEAR GROWTH OF 365%

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Noribachi, leading innovator of self-powered, design-centric cleantech, had a 40% increase in quarterly revenue and a 365% year over year growth for Q2 of 2010 to Q2 of 2011. “It’s very gratifying to see such strong growth. We’re incredibly proud of the people who made this possible. We have a very strong, unique company culture that permeates everything from business practices to product design and definitely fosters progress that is not only rapid but more importantly sustainable,” says Rhonda Dibachi, Noribachi’s CFO.

Continuing the trend of robust growth, Noribachi announces the promotion of four people to the executive ranks: Steve Kiziuk to VP of Sales, Celestyna Brozek to VP of Marketing, Kimble McCraw to VP of Products and Services, and Luke Sutton to VP of Manufacturing and Supply Chain.

Following the strongest sales quarter yet, Noribachi’s sales division will now be led by Steve Kiziuk, formerly Noribachi’s Director of Sales, Southwest Region. Steve Kiziuk will direct sales for all of Noribachi’s product divisions, including Qnuru, Regen and Solar Distinction. “I’m excited to lead the revenue engine for Noribachi. Noribachi has the most sustainable, diverse and well designed products I’ve encountered,” says Kiziuk. “As compelling and energy efficient as they are, they tend to sell themselves. We’ve been winning deals against some of the biggest players in an entrenched industry and that gives us great forward momentum. Our future is bright; I feel lucky to be a part of it.”

Prior to Noribachi, Kiziuk enjoyed success with EnerNOC’s Western Sales Team where he managed the Utility Demand Response Program for Public Service Company of New Mexico. While selling Energy Efficiency and Demand Response products across the U.S., Kiziuk was recognized with the ‘Momentum Player of the Year’ award as the company’s top Commercial and Industrial sales person in 2010. He holds a Bachelor of Science in Environmental Engineering from the United States Military Academy.

Noribachi’s marketing department welcomes Celestyna Brozek as its new director. Formerly the graphic designer for Noribachi, Brozek now oversees Noribachi marketing as well as functions as senior artistic supervisor for Noribachi product development. “I’m excited to helm Noribachi marketing. The product divisions each have such distinct personalities, but what they have in common is beauty, quality and a certain indescribable edge. I want to bring those same qualities to the marketing department as well as really flesh out Noribachi’s unique personality. We’re primed to be the leader that everyone looks to in cleantech.”

Prior to working for Noribachi, Brozek worked in fashion, doing marketing

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and design for several San Francisco based designers, including Diana Slavin, Liz Palacios and Piece X Piece. She holds degrees in both astrophysics and fashion design from the University of New Mexico and the Fashion Institute of Design and Merchandising respectively.

Kimble McCraw came to Noribachi as the Product Line Manager for Qnuru, Noribachi's LED lighting division. She is now VP of Products and Services, managing all of Noribachi's product divisions. A former engineer for Osram Sylvania, she worked on a number of products streamlining manufacturing processes and improving the environmental impact of products. Since leaving Sylvania, McCraw received an MBA from Harvard Business School and worked with various start-ups in both the cleantech and software space.

"Our product rollout plan at Noribachi is ambitious, to say the least," says McCraw. "With five product lines generating products as diverse as designer solar panels and ultra-customizable LED lighting, there's plenty to look forward to from Noribachi in the coming months."

Luke Sutton, formerly Noribachi Production Manager, is taking on the role of VP of Manufacturing for Noribachi. With an Industrial Management degree from the Krannert School at Purdue University, Sutton's background spans financial management and manufacturing roles in several organizations. Sutton's experience in the transportation and electronics industries includes spearheading process improvement and efficiency efforts, initiatives he will be bringing to Noribachi.

"Luke really advanced our production practices. We're excited to let him loose on the manufacturing and supply chain side to work his magic there," says Farzad Dibachi, CEO. "Noribachi is an incredibly unique company powered by an incredibly fearless team. It's this type of combination that makes icons. We hope to become the icon of self-powered appliances."

ABOUT NORIBACHI

Noribachi challenges rote relationships with energy and design through a distinctive, uncompromising design idiom and an ethos of self-power and grid-independence. Noribachi's portfolio of smart power products integrates proprietary energy efficiency technologies with renewable power capabilities, embodied in beautiful, human-centered design. The Noribachi product suite includes the Qnuru line of ultra-customizable luxury LED and LED/solar lighting solutions; the Regen line of solar-powered, high design electronics; and the Solar Distinction line of aesthetic, modular photovoltaic panels and solar design elements. Using Noribachi's smart power suite, businesses and consumers can take control of their power consumption while experiencing unusually insightful design. Noribachi is privately held with offices in Albuquerque, NM; Los Angeles, CA; and Shanghai, China.

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