

# NORIBACHI CORPORATION ANNOUNCES KEY EXPANSION

October 4 2011, Albuquerque, NM

## NORIBACHI SUCCESS PROMPTS STREAMLINED PRODUCT PORTFOLIO AND BRAND DIRECTION

Noribachi has seen incredible demand for its products across several of its portfolio companies, with over 800 projects and several Fortune 500 customers to date. Quarter to quarter revenue for Q3 ending in September increased by 626% and year over year revenue for the last nine months increased by 496%, demonstrating that Noribachi's core values and proprietary technology hold immense interest and potential.

"We're extremely pleased with the continued acceleration of our revenue. These results show the potential of the new Noribachi product suite," says Farzad Dibachi, CEO of Noribachi.

Today Noribachi integrates what previously existed as several separate companies with distinct brand identities into one cohesive corporation with four internal product divisions. These divisions reflect Noribachi's mission of bringing energy efficient technologies and a sophisticated design idiom to a complete range of product categories from lighting to electronics, focusing on the integration of solar to optimize grid interaction.

Under one brand umbrella, Noribachi's unique core values and technologies are brought into focus and laterally support each other, increasing the design sophistication and product efficiency of Noribachi's smart energy products. Noribachi carves a unique niche in the market with the ethos of its smart energy product suite, defining a new era of informed grid interaction by the end user.

## NORIBACHI INTEGRATES SEVERAL "ENERGY EFFICIENCY" TECH COMPANIES INTO COHESIVE BRAND

"It felt like a very natural thing to do. As each company enjoyed increased success, it became clear that the core essence of all the products, informed grid interaction, was very similar, and was nothing like anything else on the market. And the Noribachi suite of smart energy products emerged as a single brand identity," says Kimble McCraw, VP of products and services.

The new Noribachi will include four principle divisions. q.nuru, a slight name change from Qnuru, continues creating sustainable LED lighting for any application. The q.nuru division will continue to work with all of Qnuru's customers and dealers as well as develop new relationships with potential clients.

### MEDIA CONTACT:

Celestyna Brozek  
VP Marketing  
505 400 2887  
celestyna@noribachi.com

[noribachi.com](http://noribachi.com)

# NORIBACHI

Noribachi's p.nuru division designs consumer and industrial electronics, such as solar speakers, video surveillance, and web-routing products. These integrate smart energy solutions with a strong emphasis on human-centered device interaction.

The t.nuru division creates designer solar tiles and systems that challenge traditional solar aesthetics. With products specifically crafted for the modern urban environment, t.nuru makes solar power available to the city dweller.

The fourth division, u.nuru, functions as Noribachi's power management platform and engineering services powerhouse. Overseeing the proprietary Quorio intelligent energy system u.nuru customizes lighting control for specific applications. u.nuru's engineering services allow customer to take advantage of Noribachi extensive smart energy technology to develop tailored lighting solutions.

"We wanted to preserve the integrity of the Qnuru brand and history yet at the same time seamlessly integrate Qnuru into a broader, further reaching initiative, which is Noribachi," says Celestyna Brozek, VP of Marketing.

#### SMART ENERGY PRODUCT SUITE GAINS SOPHISTICATED WITH ACCESS TO NORIBACHI RESOURCES

By integrating multiple companies under the Noribachi label, Noribachi's substantial technology and design resources strengthen and diversify, facilitating sophisticated and robust cross product development.

In addition to consolidating its former subsidiary companies, Noribachi extended its commitment to customer service with a new product warranty. This augmentation in service, including 1 year of maintenance coverage, reflects a greater push not only to unveil new incentives and connect with customers, but to make available new products as well.

To help carry Noribachi into this exciting growth period the company has opened a Sales, Marketing, and Development office in southern California. The new office gives Noribachi greater access to manufacturing and distribution infrastructure as well as establishes Noribachi's presence in larger national and international markets. The LA area location will focus on concurrently evolving the Noribachi product suite and innovating core technologies while applying the same standards of excellence to a greatly expanded sales and customer service arm.

Noribachi would like to express their sincere gratitude to all partners, customers and dealers at this moment of change. It is with their crucial support that Noribachi has been so successful at developing industry leading smart energy solutions.

Going forward Noribachi is better positioned to receive customer feedback and create smart energy products that inform grid interaction.

#### MEDIA CONTACT:

Celestyna Brozek  
VP Marketing  
505 400 2887  
celestyna@noribachi.com

[noribachi.com](http://noribachi.com)

# NORIBACHI

## ABOUT NORIBACHI:

Noribachi creates smart energy products, challenging rote relationships with energy and design.

Noribachi's product suite includes LED lighting, consumer electronics, solar devices, and engineering and design services.

These products integrate proprietary energy optimization technologies with renewable power capabilities and an uncompromising devotion to aesthetics.

With over 800 installations – including world class hotels and luxury automobile dealerships – representing a diverse variety of markets across the US and internationally, Noribachi is a leader in integrating self power and grid-independence with distinctive and human-centered design.

Noribachi is a privately held company incorporated in the State of Delaware with offices in Los Angeles, CA; Albuquerque, NM and Shanghai, China. For more information, please visit [noribachi.com](http://noribachi.com)

###

### MEDIA CONTACT:

Celestyna Brozek  
VP Marketing  
505 400 2887  
[celestyna@noribachi.com](mailto:celestyna@noribachi.com)

[noribachi.com](http://noribachi.com)

# NORIBACHI