

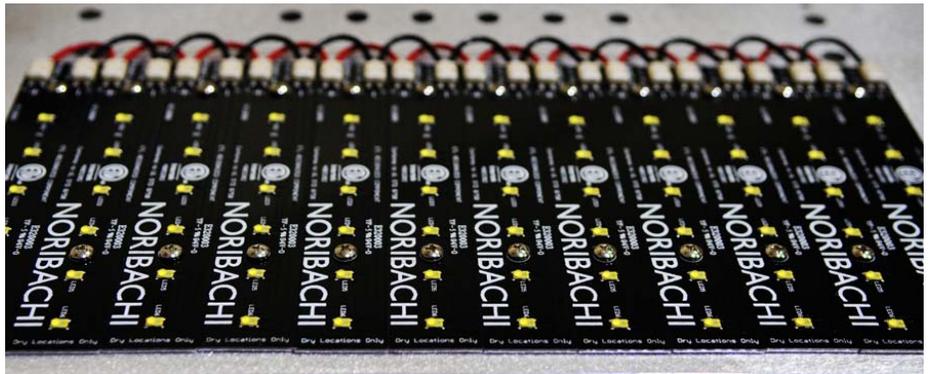
NORIBACHI ANNOUNCES LED PRIX 2.0 TECHNOLOGY UPGRADE AND NEW PRICING; FIRST DLC CERTIFIED BULB HAS HIGHEST LUMEN OUTPUT IN PRODUCT CATEGORY

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Noribachi, lightening the grid load with smart energy products, announces technology and performance upgrades to its LED lighting solutions with LED Prix 2.0, Noribachi's proprietary LED customization technology. The upgrade includes numerous advancements in the thermal management of Noribachi's custom retrofit bulbs, DLC certification for Noribachi's key products and significantly lowered pricing – reflecting Noribachi's goal of advancing the mainstream adoption of LED technology.

Noribachi's LED Prix 2.0 upgrade includes DLC certification of one of the company's most popular bulbs, the LIN.24.REC, as a "LED retrofit kit for pole/arm mounted outdoor area and roadway luminaires." Noribachi's bulb not only exceeded DLC standards, but also tested as the brightest product in its category.

"We're one of the only lighting companies that independently tests all of our products to make sure they meet stringent performance criteria. Our LED lighting has always tested to DLC standards – in fact, as we saw with the lumen output for the LIN.24.REC – it exceeded DLC standards. However, having an official DLC certification makes it easier for customers to receive energy rebates," notes Steve Kiziuk, Noribachi VP of Sales.



LED Prix 2.0 Noribachi LED lighting

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Achieving DLC certification as a retrofit kit rather than as a stand-alone fixture highlights the versatility of Noribachi's custom bulbs. Because the LIN.24.REC can be retrofitted into almost any fixture, new or existing, it extends DLC certified illumination into a much wider range of applications. Noribachi is currently in the process of DLC certifying its entire product line. Scheduled to receive certification in the next few weeks are Noribachi's most popular LED fixture, the HIGHBAY.M, and the remaining retrofit bulbs in the same DLC family as the LIN.24.REC.

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“Considering the combined savings from rebates, energy reduction and maintenance savings, Noribachi continues to deliver the highest quality and most economical LED lighting solutions available,” says Steve Kiziuk, Noribachi VP of Sales.

In addition to DLC certification, as part of LED Prix 2.0, Noribachi has thermally optimized its common lighting unit (CLU), improved the thermal management of the mounting plate, and introduced greater precision when selecting drivers for bulbs. Noribachi also renamed its products to better communicate the specifications of the product. Noribachi products with LED Prix 2.0 technology can be recognized by the new CLUs; LED Prix 2.0 CLUs are black instead of the previous off-white color.

“We have over a thousand success stories of ecstatic customers and know how positively people respond to LED.”

Finally, Noribachi announces deeply reduced prices across its entire product portfolio in order to accelerate the adoption of LED technology. The new streamlined pricing structure directly correlates the final bulb price with the number of LEDs it contains, permitting significant pricing reductions for all of Noribachi’s products, in some cases by as much as 31% and on average around 15%.

“Despite pundits definitively declaring LEDs the lighting technology of the future and the clear financial benefits of switching to LED, by and large many entities still find the up-front cost too prohibitive. But we have over a thousand success stories of ecstatic customers and know how positively people respond to LED. Afforded an opportunity to reduce pricing, we jumped at the chance to position our lighting more competitively and make it accessible to a broader audience,” says Celestyna Brozek, VP of Marketing.

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ABOUT NORIBACHI:

Noribachi is advancing the concept of light power by creating smart energy products, challenging rote relationships with energy and design.

Noribachi’s product suite includes lighting, power systems, and custom engineering and design services.

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

With over 1,000 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 smart power and informed grid interaction with distinctive and human-centered design.

Noribachi is a privately held company incorporated in the State of Delaware with offices in Los Angeles, CA and Albuquerque, NM. For more information please visit noribachi.com.

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