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ATTENTION: Embargoed until March, 2012

## NOKERO INTERNATIONAL RELEASES POWERFUL NEW SOLAR LAMP SPECIALLY DESIGNED FOR CLINICS, SCHOOLS AND VENDORS

*Summary: Nokero International, known for creating the world's first solar light bulb, today announced the release of the next-generation Nokero N220 solar light bulb, specially designed for use in clinics, schools and vendors in areas with little or no electricity.*

DENVER, Colo. Feb. 1 2012 – Nokero International, the industry leader in small-scale solar solutions for off-grid communities, today announced the release of a brighter, more powerful version of their world-renown solar light bulb.

Dubbed the Nokero N220, the solar light was designed by American inventor Steve Katsaros to meet the critical demand for reliable lighting by experts in the field who work to provide health care, education, and economic growth in some of the world's most impoverished regions.

"This new bulb is an extremely useful tool for our friends in the non-profit, for-profit and humanitarian relief sectors," Katsaros said. "Doctors, medics, teachers and relief workers can't do their work without proper lighting, but in many of the places where they work, electricity isn't available or isn't reliable."



The Nokero N220 is a very bright, all-in-one solar LED light that fits in the palm of your hand. Its lead-free rechargeable, recyclable batteries are powered by the world's most efficient commercially-available solar panel. It charges by day, then provides enough light for a medic to provide care to a patient even in the dark of night, or for multiple students to study beneath its light, or for a vendor to display wares.

### **A worldwide problem:**

Approximately a quarter of the world's population lives without electricity, and hundreds of millions more live with intermittent electricity. Most use kerosene, candles, or make due with no light at all. The problem has become so pervasive that the United Nations has declared 2012 the Year of Sustainable Energy for All.

Nokero's has brought small-scale lighting and phone charging products provide an affordable, durable solution to this worldwide problem. The N220 is the latest in a series of products designed by the company, and distributed by its partners around the world, designed to solve the worldwide problem of energy poverty.



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Nokero's previously released solar products have also proven extremely useful in disaster situations, such as the 2011 earthquake in Turkey, where they were deployed as part of the ShelterBox relief kit.

Once aid workers arrive to a disaster zone, they must work round the clock to bring relief to a given area. With the Nokero N220, they can now perform complex tasks under the bright light emitted from the N220's powerful light-emitting-diode (LED).

The Nokero N220 is available via its international distribution partners, which include NGOs, non-profits, for-profits, and humanitarian relief groups. Learn more at [www.nokero.com/dealer-list](http://www.nokero.com/dealer-list).

Samples of the product are available online at [www.nokero.com](http://www.nokero.com) for the premium price of \$29, however these "sample-only" prices are significantly above the target MSRP for the product as it goes to market in off-grid regions.



This tea vendor in Mumbai, India had no light over his cart, then began using the N220 solar light. He immediately saw an increase in business and an increase in revenue due to higher sales volume and increased business hours.

### About Nokero

Nokero (short for No Kerosene) was formed in June 2010 to develop safe, affordable and environmentally-friendly technology that eliminates the need for harmful and polluting fuels used around the world.

Nokero is a fully-financed, privately held company with offices in Denver, Colorado and Hong Kong. Nokero's Denver office, led by American inventor and company founder Steve Katsaros, generates new advances in solar LED design and technology and focuses on business development, marketing, and public relations. The Hong Kong office handles manufacturing, shipping and logistics

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