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FOR IMMEDIATE RELEASE

THE COOLEY GROUP AND CEELITE FORM STRATEGIC MARKETING PARTNERSHIP

Blue Bell, PA (October 11, 2006) – The Cooley Group is pleased to announce the development of a strategic marketing partnership with CeeLiteTM, a pioneering company in Light Emitting Capacitor (LEC) technology. LEC technology is destined to redefine the way lighting is applied and incorporated in the signage and awning industries.

Together, The Cooley Group and CeeLite are developing new backlit products as an extension of the Cooley-Brite® product line. These systems will provide new lighting solutions for sign and awning applications. Cooley-Brite is an eradicable sign & awning substrate, which allows commercial logos, brands and advertisements to be visible during the day and night by back lighting the logo in the evenings. CeeLite's advanced LEC technology makes it possible to turn any surface into a light source and provides flawless surface illumination as never before imagined: indoors or outdoors, on floors, walls, ceilings and upon unconventional objects and surfaces.

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According to The Cooley Group President, Jeff Flath, "CeeLite's innovative LEC technology will provide creative new opportunities for backlighting signs and awnings. As a leader in chemical engineering technology, we are pleased to be working together with a revolutionary product to maximize the potential of Cooley-Brite."

Michael Binder, CeeLite's Senior Vice President Business Development, OEM, added, "We are thrilled to announce this collaboration with The Cooley Group. We believe that the combination of our pioneering product with The Cooley Group's industry expertise will produce ground-breaking lighting solutions for signage and awnings."

About CeeLite

Headquartered in Blue Bell, PA, CeeLite is the world's first commercial manufacturer of Light Emitting Capacitor (LEC) technology that is destined to redefine the way light is being used across industries. CeeLite illuminates the unexpected and creates new markets where lighting was previously impossible in addition to replacing traditional backlit applications. The company's LEC products provide flawless surface illumination as the result of major research and development engineering advancements in electroluminescence (EL). CeeLite's first product to market was the flat, flexible lightbulb, which ranges in size up to 3' x 6'. Typical applications include: signage, trade show exhibits, architectural design, point of purchase displays, photography and lighting. For additional information, product samples or to locate an Authorized Distributor, please visit the CeeLite Web site at www.ceelite.com.

About The Cooley Group

The Cooley Group was founded in 1926 and today employs the latest in chemical engineering technology to produce state-of-the-art polymer materials. The five divisions of Cooley Group are Cooley Sign & Awning Products, Cooley Digital Products, Cooley Engineered Membranes, Cooley Specialty Products and Cooley Building Products. Cooley Sign & Awning Products manufactures a variety of substrates for awnings, backlit signs, banners, as well as other applications. Cooley sign and awning substrates can be seen around the world enhancing the image of many companies such as Boston Market, Exxon Mobil, Dunkin Donuts and KFC. For more information on applications of this product, visit The Cooley Group online at www.cooleygroup.com.

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