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FOR IMMEDIATE RELEASE

**CEELITE COLLABORATES WITH BLUOCEAN MEDIA TO PRODUCE
ONE-OF-A-KIND ILLUMINATED ADVERTISING DISPLAYS FOR H&M
*Manhattan Store Uses Company's Lighting Technology and Graphics for
Latest Celebrity Spokesperson Campaign***

Blue Bell, PA (September 25, 2006) – CeeLite announced today its collaboration with BluOcean Media to produce and install larger than life interactive media displays for H&M, an international clothing retailer known for its inexpensive and trendy clothing. Instead of employing traditional mannequin window displays at its flagship store in New York City on 51st Street and 5th Avenue, H&M conducted its first ever interactive illuminated window display declaring pop icon Madonna as its new celebrity spokesperson.

“We truly believe CeeLite is going to revolutionize the visual communications marketplace,” said David M. Stadler, CEO of BluOcean Media. “What better way to bring this exciting new technology to market than partnering with H&M, the world’s most innovative fashion retailer.”

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“CeeLite is honored to have the opportunity to illuminate BluOcean’s impressive graphics. This unique window display is something we are very proud of, as it is the first in a series of illuminated advertising displays and partnership opportunities between CeeLite, BluOcean Media and H&M,” Gabrielle Santulli, CeeLite’s Marketing Director said. “We look forward to collaborating with these two companies on future displays,” she added.

BluOcean Media’s large format graphics, illuminated by CeeLite Light Emitting Capacitor (LEC) panels, were suspended from the ceilings of 10 floor-to-ceiling windows to produce a fully interactive fashion show which lit up the city street below. The project utilized 72 3’ x 5’ CeeLite LEC panels to illuminate five two-story high images of Madonna. The massive display included eight 12’ x 12’ and two 12’ x 24’ windows on the second and third floors of the H&M building. CeeLite inverters generate a fade-in and fade-out sequence, ultimately creating a 14-second illuminated fashion show.

Plans are underway to launch these illuminated displays at other H&M locations around the globe. Additionally, the New York City H&M store will re-install CeeLite in November for the holidays using different graphics.

CeeLite panels are comprised of an LEC structure with higher quality SYLVANIA phosphors sandwiched between a series of electrodes. The application of AC voltage generates a changing field within the phosphors causing the phosphors to emit light.

CeeLite’s LEC panels offer many benefits: the panels are paper-thin, offer 99 percent uniform surface illumination, consume little power and generate no heat. The panels can be used for both indoor and outdoor use, including bus advertising, street intersection signage and, as H&M demonstrates, illuminated window displays.

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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 bus advertising, window signage and street intersection signage. For additional information, product samples or to locate an Authorized Distributor, please visit the CeeLite Web site at www.ceelite.com.

About BluOcean Media:

BluOcean Media is an international visual communications and production company based in New York City, with production facilities in Las Vegas, and offices in Toronto and San Francisco. We are dedicated to bringing new technologies to the retail, out-of-home, and sports marketing markets.

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