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LAgraphico | Midnight Oil Creative To Collaborate With CeeLite At GlobalShop 2008

Burbank, CA. February 15, 2008 – LAgraphico | Midnight Oil Creative will be collaborating with CeeLite at GlobalShop, the world’s largest annual retail design and in-store marketing expo. Returning to Chicago this year, the expo will be held at the new McCormick Place West from March 18th – 20th. Joining over 900 other exhibiting companies, LAgraphico | Midnight Oil Creative plans to showcase its ongoing partnership with CeeLite during the event.

“Using CeeLite’s Light Emitting Capacitor (LEC) technology, we have the ability to produce unique and easily illuminated displays and signage for our clients,” said Keith Dias, Marketing/Public Relations. He added, “Our booth and sponsored column wraps will incorporate the paper-thin CeeLite LEC panels, giving GlobalShop attendees a look at what our team can do with this innovative technology.” LEC technology demonstrations will be conducted from within the LAgraphico | Midnight Oil Creative booth, and CeeLite will have a representative on hand throughout the event.

LAgraphico | Midnight Oil Creative has already successfully utilized CeeLite LEC panels in several client projects. Just recently, the LEC panels were used to produce auto poles for the newly opened Nokia Theatre in Los Angeles. “Our wide range of services combined with CeeLite LEC technology allows for infinite possibilities,” stated Keith Dias.

“We are delighted to work with the visionaries at LAgraphico | Midnight Oil Creative,” said Gabrielle Santulli, Vice President, Marketing. “We believe that the combination of our pioneering product with their creative expertise will produce innovative lighting solutions for signage and displays.”

About CeeLite:

Headquartered in Blue Bell, PA, CeeLite is the world’s first commercial manufacturer of Light Emitting Capacitor (LEC) technology. LEC technology is a new category of lighting that is destined to redefine the way light is being used across industries. CeeLite’s award-winning LEC technology turns any surface into a light source and creates new markets where lighting was previously impossible. The company’s LEC products provide flawless surface illumination as the result of major research and development engineering advancements. CeeLite’s first product to market was the flat, flexible lightbulb, which ranges in size up to 3’ x 6’. Typical applications include transit signage, media advertising, street intersection signage and architectural decor.

For additional information, please visit the CeeLite Web site at www.ceelite.com or e-mail: info@ceelite.com

For more information about LAgraphico | Midnight Oil Creative, interested parties can contact Keith Dias via e-mail at kdias@lagraphico.com or visit:

- www.lagraphico.com
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