



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Oracal USA and CeeLite Form Strategic Marketing Partnership

(Jacksonville, FL) – Oracal USA is pleased to announce the formation of a strategic marketing partnership with CeeLite™, a pioneering company in light-emitting capacitor (LEC) technology.

CeeLite is the world's first company to manufacture and market commercially viable LEC technology and Flatline Inverters, which have the potential to redefine the way lighting is applied and incorporated across many industries. CeeLite's advanced LEC technology makes it possible to illuminate objects as never before imagined. Common applications include signage, trade show and exhibit design, sports and entertainment events, architecture and design, point of purchase displays and photography.

Oracal USA, which markets a wide range of technologically advanced pressure-sensitive adhesive (PSA) vinyl films for sign, screen print and digital imaging applications, will work collaboratively with CeeLite to develop materials that will provide optimal results when using CeeLite technology as a backlit medium. The resulting products will be used primarily for outdoor advertising as well as commercial and architectural graphics applications.

According to Oracal USA Vice President of Marketing, David Grant, "CeeLite's innovative LEC technology will provide interesting new creative opportunities for the design and implementation of internally illuminated signage. As a leader in the graphics industry, we are pleased to be working together to develop PSA vinyl materials that will maximize the potential of this revolutionary product."

Michael Binder, CeeLite's Senior Vice President Business Development, OEM, added, "We are delighted to announce this collaboration with Oracal. We believe that the combination of our innovative product with Oracal's technology and expertise will produce a winning scenario for all parties."

Headquartered in Lansdale, PA, CeeLite is the world's first commercial manufacturer of LEC technology that is destined to revolutionize 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 are 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.

Oracal USA/CeeLite Strategic Marketing Partnership PR
May XX, 2006
Page 2

Oracal USA, which is headquartered in Jacksonville, Florida, markets and distributes premium graphic films in the United States, Canada, Latin America and the Caribbean. For more information, product samples, or to locate an Authorized Oracal Distributor, contact Oracal USA at (888) 672-2251 or visit Oracal online at www.oracal.com.

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ENGINEERED to *PERFORM BETTER.*™

CEE LITE™
THE FLAT, FLEXIBLE LIGHTBULB



CeeLite and Oracal USA have formed a strategic marketing partnership to develop PSA vinyl materials that will maximize the potential of LEC technology.