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FOR IMMEDIATE RELEASE

**OSRAM SYLVANIA AND CEELITE TEAM UP TO PROMOTE
NEW LIGHTING REVOLUTION**

Campaign to Showcase Phenomenal Design Possibilities

New York, NY (February 16, 2005) – Lighting leader OSRAM SYLVANIA and lighting pioneer CeeLite today announced the PHOSPHORS BY SYLVANIA™ cooperative marketing initiative to increase awareness about the combined advances made in electroluminescent, light emitting SYLVANIA phosphors and in light emitting capacitor (LEC) products developed by CeeLite. Together, the two companies will reshape the ways and places we use light.

Phosphors are powdered substances that emit light when electrified and have typically been used in traditional light sources. The PHOSPHORS BY SYLVANIA program is designed to inform the lighting industry about the importance of high performance light emitting phosphors. These phosphors are integral to the success of CeeLite LEC technology. Presently, CeeLite's LEC products are

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available as flat, flexible light bulbs, also called panels, and will encompass many additional forms and applications in the near future.

“SYLVANIA has always stood for lighting innovation, quality and value. As makers of the number one brand of EL phosphors in the world, we are committed to expanding and improving our phosphor technology,” said Diane Seymour, OSRAM SYLVANIA business development manager. “Introducing the PHOSPHORS BY SYLVANIA program with CeeLite’s LEC technology in commercial grade illumination is a powerful way to pursue many untapped lighting applications across multiple industries.”

“SYLVANIA phosphors have inspired and helped us produce the most innovative lighting products in the industry,” said Malcolm Hayward, CEO, CeeLite. “Our LEC technology offers a paradigm shift in lighting especially over that of the early EL lighting products. The greatest significance will be in applications where traditional lighting was not practical or thought to be impossible.”

OSRAM SYLVANIA is the world’s largest manufacturer of EL phosphors. SYLVANIA phosphors can be used for a variety of indoor and outdoor applications, including hand-held electronics, retail lighting, keypad lighting, monochrome LCDs, emergency lights, or general signage. The recent expansion of its phosphors line in support of the CeeLite LEC technology reflects SYLVANIA’s continuing commitment to meet its many customers’ specific needs.

CeeLite is the first company to manufacture and market a commercially viable LEC product, which is the result of enormous research and development efforts that combine SYLVANIA phosphors, smart, programmable inverters and multiple packaging options to provide the highest quality illumination in the marketplace in terms of brightness, consistency and life.

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In the future, CeeLite will provide lighting in places and on surfaces that were previously impossible to illuminate and will replace many traditional backlighting applications in signage, the workplace, the retail and hospitality industry, even in our homes.

Current CeeLite applications using SYLVANIA phosphors include: signage, trade show exhibits, architecture and design, point of purchase, and photography.

CeeLite enables designers to use light in countless creative applications.

ABOUT OSRAM SYLVANIA

Headquartered in Danvers, Mass., OSRAM SYLVANIA is the North American lighting operation of OSRAM GmbH. Together we are the second-largest lighting and materials enterprise in the world, serving customers in more than 140 countries. We manufacture and market a wide range of lighting products, including automotive, electronic and magnetic ballasts, and precision materials and components for industrial and commercial users, original equipment manufacturers and consumers, sold primarily under the SYLVANIA brand name, but also under the OSRAM brand. OSRAM SYLVANIA also offers lighting systems installation and maintenance services. For further information, please refer to our Web site at www.sylvania.com.

ABOUT CEELITE

Headquartered in Lansdale, PA, CeeLite is the world's first commercial manufacturer of Light Emitting Capacitor (LEC) technology, which is destined to revolutionize the way light is being used across industries. We are creating new markets where lighting was previously impossible in addition to replacing traditional backlit applications. Our LEC products are the result of major research and development engineering advancements with what started out as electroluminescent (EL) phosphors. Our first product to market was the flat, flexible panel which ranges in size up to 4' x 8'. Typical applications of include: signage, trade show exhibits, architectural design, point of purchase and photography. For additional information, please visit the CeeLite web site at www.ceelite.com.

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