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**Ceelite launches new LEC Panels with Eastman's Encapsulation technology**

CeeLite™, the world's first commercial manufacturer of Light Emitting Capacitor (LEC) technology, and Eastman Chemical Company have signed an agreement to manufacture CeeLite LEC panels using Eastman's patented Encapsulation Technology and Spectar copolyester. This partnership will allow CeeLite LEC panels to provide versatile lighting solutions for a variety of outdoor applications, ranging from advertising on buses and billboards, to retail window signage, street signage and sports and entertainment mobile merchandising.

Using electrodes to stimulate light-emitting natural phosphors embedded between thin plastic sheets, CeeLite LEC panels have provided high-quality, uniform illumination for electronics and surface lighting projects over the past two years. Growing market demand, however, has fueled the need for the LEC panels to be more robust, allowing for use as complete lighting systems for self-installed interior signage applications and outdoor environments with harsh weather conditions. As a result, CeeLite needed to enhance the traditional flexible films originally used for the LEC panel surface with a system that would provide optimal barrier properties to withstand outdoor environmental conditions, including moisture, heat and humidity. After researching various options, CeeLite turned to Eastman for its Encapsulation Technology.

Eastman's proprietary Encapsulation Technology uses Spectar copolyester as the transparent substrate to encapsulate a variety of images, textiles, botanicals and natural inclusions, along with Light Emitting Capacitor (LEC) panels, for architectural and surface lighting applications. Sheet made of Spectar combines crystal-clear aesthetics with excellent durability. Its inherent toughness allows the sheet to be used in the ultra-thin gauges that CeeLite LEC panels require and its chemical resistance enables trouble-free cleaning with most agents used on outdoor panels. In addition, Spectar is also easy-to-fabricate, which permits cutting, drilling, routing, and screwing without the need for special tools.

"The balanced features of Eastman's Encapsulation Technology will allow CeeLite customers to use our products in new applications to transform any surface into a light source," says Gabrielle Santulli, marketing director, CeeLite. "This will provide a more energy-efficient alternative to traditional lighting sources, since CeeLite LEC panels consume minimal quantities of electricity relative to incandescent, neon and florescent lights."

In the past, Eastman's Encapsulation Technology has been focused on decorative aesthetic applications that require design flexibility and dramatic visual effects. Working with CeeLite will allow Eastman to accelerate growth of this technology through encapsulation of functional lighting inclusions.

"Our partnership with CeeLite will serve to meet the increasingly diverse needs of professionals relying on solutions from the lighting industry," says Ryan Ferrara, field market development manager, Eastman. "We are happy to be a part of this new innovation and look forward to continuing our relationship with CeeLite in the future."

**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's advanced LEC technology turns any surface into a light source and creates new markets where lighting was previously impossible in addition to replacing traditional lighting applications. The company's LEC products provide flawless surface illumination as the result of major research and development engineering advancements. CeeLite's LEC technology was recently named one of TIME's Best Inventions of 2006, and Electronic Products Magazine's 2006 Product of the Year in addition to various Products of the Month awards. 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.

**About Eastman Chemical Company**

Eastman Chemical Company manufactures and markets chemicals, fibers and plastics worldwide. It provides key differentiated coatings, adhesives and specialty plastics products; is the world's largest producer of PET polymers for packaging; and is a major supplier of cellulose acetate fibers. As a Responsible Care® company, Eastman is committed to achieving the highest standards of health, safety, environmental and security performance. Founded in 1920 and headquartered in Kingsport, Tenn., Eastman is a FORTUNE 500 company with 2006 sales of \$7.5 billion and approximately 11,000 employees.

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