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ORACAL ANNOUNCES FIRST CEELITE-CERTIFIED FILMS.

(August 28, 2007, Jacksonville, FL) -- Oracal USA is pleased to announce the development of the first two vinyl film products certified by CeeLite, LLC for use with their LEC (light-emitting capacitor) technology. The announcement is the result of an 18-month development project involving both companies.

CeeLite LEC panels turn any surface into a light source and offer many benefits: the LEC panels are paper-thin, provide flawless white surface illumination, consume little power and generate no heat.

The first film, ORAJET® Series 3880 CeeLite™-Certified Inkjet Media, is a new 3 mil, cast PVC inkjet film specifically designed to produce true-color digitally printed images for backlit signage and other graphic applications involving CeeLite LEC lighting technology. This film features a clear, repositionable solvent adhesive, and will be available soon through authorized Oracal distributors in North America, Latin America and the Caribbean.

The second film, ORACAL Series 8300 Transparent Film, is a 3-mil, 5-year calendared PVC film available in 30 colors. It has been approved by CeeLite as an overlay film for signage and graphic decoration applications in combination with CeeLite LEC technology. This film is currently available through authorized Oracal distributors.

In making the announcement, Oracal USA Vice President of Marketing, David Grant, said that the availability of these approved films from Oracal should accelerate the adoption of CeeLite technology in the signage and graphics industry.

"We're pleased to be associated with the evolution of this exciting new technology," said Grant. "Our goal in developing the first CeeLite-Certified vinyl films was to make it as easy as possible for signage and graphics professionals in a wide range of markets to create eye-catching signage and graphics in combination with CeeLite LEC panels. We expect to add more CeeLite-certified products in the near future as market awareness and demand grows."

Grant said that the primary challenge in developing the new inkjet media was to ensure that images printed on the film produce true color values when used in combination with CeeLite LEC panels.

About Oracal

A division of ORAFOL International, ORACAL USA manufactures and markets a wide range of premium pressure-sensitive graphic, printing and reflective films used in signage, screen printing, digital imaging and traffic & safety applications. For more information contact ORACAL USA at (888) 672-2251 or visit ORACAL online at www.oracal.com.

About CeeLite

Headquartered in Blue Bell, PA, CeeLite™ is the world's first commercial manufacturer of Light Emitting Capacitor (LEC) technology.

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ORACAL ANNOUNCES CEELITE-CEI FILMS.

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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 many 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 has been named one of TIME's Best Inventions of 2006, Electronic Products Magazine's 2006 Product of the Year and Buildings Magazine's Top 100 Products 2007 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 30 square feet. 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.

Editor
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