



Lumenyte International Corporation and Visual Lighting Technologies Sign Sales and Marketing Agreement

For Immediate Release
Date: 2/21/05

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Fiber optic lighting manufacturers **Lumenyte International Corporation** and **Visual Lighting Technologies, Inc.** have entered into an exclusive sales and distribution agreement for worldwide sales in the architectural market. Visual Lighting Technologies will be assuming all responsibility for Lumenyte's architectural trade, including sales, marketing, design, installation and customer service.

This new alliance will combine the strengths and superior product offerings of both companies, including Lumenyte's proprietary LEF directional linear technology, Sta-flex[®] large core fibers, and LumePanel[™] Backlighting fixtures, and VLT's line of high quality Roblon Fiber Optic stranded fiber and fixtures. Visual Lighting Technologies will also contribute their extensive experience in the architectural lighting field, and a reputation for outstanding customer service.

This new joint effort has evolved from a successful relationship that began when Visual Lighting Technologies approached Lumenyte with an idea for improvements to Lumenyte's LEF directional solid core fiber. The new product – called "Diamond Line[™]" – is built upon Lumenyte's patented and award-winning LEF technology. Visual Lighting Technologies has now been specifying the new product for more than six months and has come to rely on its extraordinary brightness for a wide variety of architectural applications.

For 25 years, Lumenyte International Corporation has been a pioneer and world leader in the development of large core fiber technology. Lumenyte CEO Peter Costigan expressed enthusiasm about the new partnership: "This agreement between two leaders in the fiber optics industry will provide the lighting community with all the tools necessary to design and specify outstanding applications, and to carry those projects through to successful completion. As we at LIC focus increasingly on Homeland Security applications for fiber optic technology, I'm pleased that we've found the perfect partner for pursuing the architectural lighting markets."

In just five busy years, Visual Lighting Technologies has carved for itself a niche as the industry leader in specification-grade fiber optic applications. Building on the outstanding quality of its Roblon Fiber Optic products, the company has established a reputation for both unrivaled expertise and superior customer service. Now Visual Lighting Technologies

is poised to expand its architectural reach with Lumenyte's wide range of large core fibers and the new - and remarkably bright - Diamond Line directional sidelight fiber.

"...the brightest fiber in the world just got brighter!"

The new Diamond Line product represents a significant step forward - truly the next generation of solid core fiber - according to Christine Bassett, vice president of architectural markets for Lumenyte. "We've always believed that our LEF was the industry's best sidelight product, but I have to say that the brightest fiber in the world just got brighter. I've admired the work done by Visual Lighting Technologies for a long time, and I'm very excited about working with their talented staff to make Lumenyte's full range of solid core products, and the new Diamond Line, the industry standards for directional sidelight applications."

According to Dan Haydt, president of Visual Lighting Technologies, being able to recommend the right product for an application is one of the keys to his company's success. "Our relationship with Roblon remains strong and our customers recognize the outstanding quality of Roblon's stranded fiber, illuminators and fixtures. We believe that Lumenyte's solid core products, and the exciting new Diamond Line, are the perfect additions to our product line. When combined with Roblon's new long-life 250-watt illuminator with 4,200°K color temp, Diamond Line is unquestionably the brightest sidelight fiber in the industry."

Haydt expressed confidence that with Lumenyte's Diamond Line, paired with the Roblon 250-watt illuminator, Visual Lighting Technologies can now provide just what lighting specifiers have long desired - the brightness necessary to expand fiber applications into territory now dominated by neon and cold cathode technologies.

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