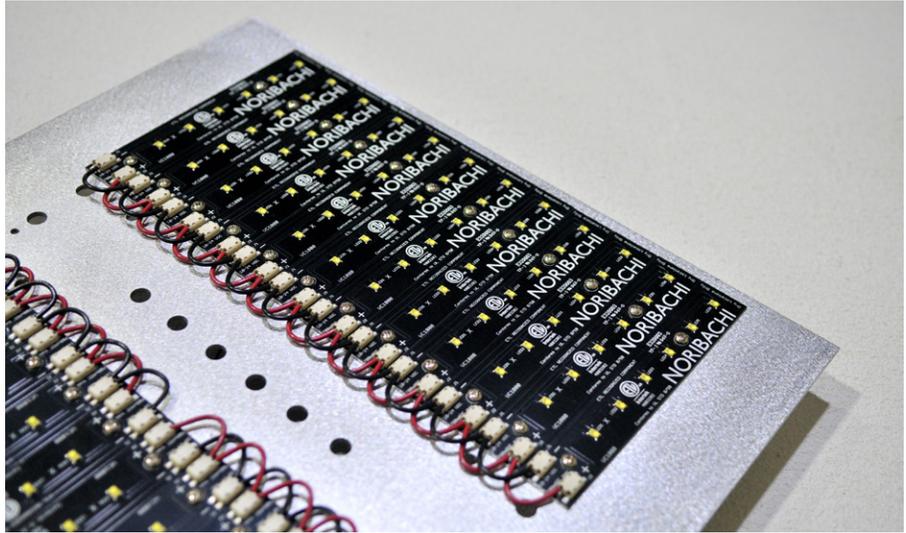


NORIBACHI TOPS DLC'S QUALIFIED PRODUCT LIST IN THE RETROFIT CATEGORIES WITH OVER 250 CERTIFIED LED BULBS

March 16th, 2012, Los Angeles, CA.



A Noribachi DLC Qualified Retrofit LED Light Bulb.

Noribachi, innovator of LED and solar smart energy products, recently added over 250 products to the Design Lights Consortium Qualified Product List (QPL), increasing the size of its category six fold and contributing 86% of the total product count.

Introducing Noribachi LED custom retrofits to the DLC QPL closely follows Noribachi's recent implementation of several creative initiatives designed to advance the widespread adoption of LED illumination. In addition to aggressive DLC certifications, Noribachi recently unveiled a new goodwill pricing strategy and refined the direction of its product development after extensive trend and market analysis.

Design Lights Consortium, or DLC, was conceived as an independent certifier for solid state lighting. DLC certifies LED luminaires in seventeen application categories, making it easier for consumers of certified LED lighting to receive energy efficiency rebates from utility companies. One of the most important categories is the "Retrofit Kits for Outdoor Area and Roadway Luminaires" as it encompasses a huge range of area lighting applications with pre-existing fixtures fitted with inadequate light sources.

Quite often existent fixtures do not need replacing. Their light sources, however, are usually inefficient and short-lived, leading to high maintenance and energy costs. Mindful of both sustainability and quality, Noribachi utilizes proprietary modular technology to custom retrofit existing fixtures with LED bulbs, minimizing both waste and energy consumption. Noribachi embraces the idea of the modern artisan in crafting retrofit LED bulbs out of the highest quality components and has enjoyed success with over one thousand satisfied customers worldwide.

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Noribachi currently leads the “Retrofit Kits for Outdoor Area and Roadway Luminaires” category with over two hundred and fifty qualified products available for rebates from over thirty utility companies around the United States. This expansive range is more than five times the number of any other manufacturer and not only assists customers in receiving assistance from utility providers, but also reflects Noribachi’s commitment to driving solid-state illumination forward.

Noribachi has also DLCed its most popular fixture, the HIGHBAY.M. So far Noribachi has DLCed most of its natural white custom retrofit bulbs. Within the coming weeks, Noribachi plans to certify the same retrofit bulbs in cool white and warm white color options, tripling its DLC certified products. Noribachi also anticipates DLC certification of more fixtures shortly.

“DLC certification can increase Noribachi’s footprint in markets that rely on utility incentives. While our technology has always exceeded all third party certification standards, we’re happy to join the DLC Qualified Product List for solid state lighting,” says Steve Kiziuk VP of Sales at Noribachi.

ABOUT NORIBACHI:

Noribachi is advancing the concept of informed grid interaction by creating smart energy LED and solar products, challenging rote relationships with energy and design.

Noribachi’s product suite includes lighting, power systems, and custom engineering and design services.

These products integrate proprietary energy optimization technologies with renewable power capabilities and an uncompromising devotion to aesthetics.

With over 1,000 installations – including world class hotels and luxury automobile dealerships – representing a diverse variety of markets across the US and internationally, Noribachi is a leader in integrating smart power and informed grid interaction with distinctive and human-centered design.

Noribachi is a privately held company incorporated in the State of Delaware with offices in Los Angeles, CA and Albuquerque, NM. For more information please visit noribachi.com.

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