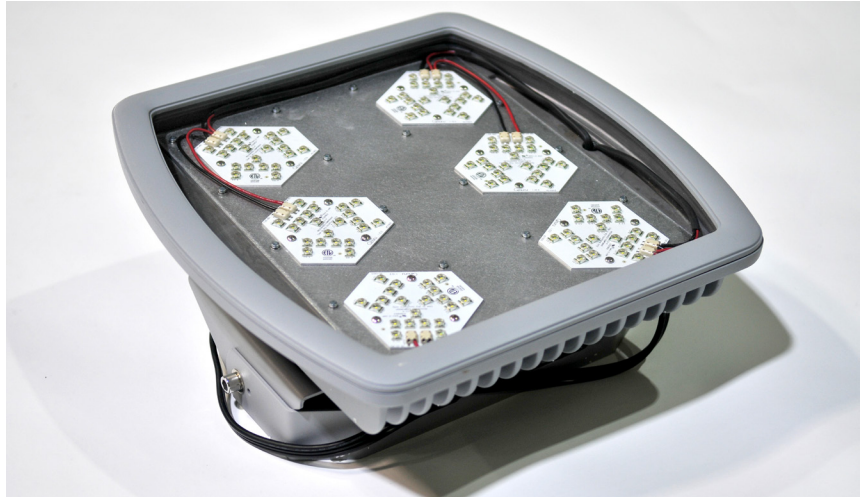


DLC CERTIFICATION VERIFIES SUPERIOR COLOR AND ENERGY EFFICIENCY OF NORIBACHI LED CUSTOM BULBS AND FIXTURES.

February 21st, 2012, Los Angeles, CA.



Noribachi's Recently DLC Certified HIGHBAY.M Fixture.

Noribachi, lightening the grid load with smart energy products, announces the Design Lighting Consortium (DLC) certification of several of the company's most popular LED products.

Noribachi's most recent DLC certifications include several custom retrofit LED bulbs with the same geometry as Noribachi's previously certified LIN.24.REC bulb, all of which are now recognized as a DLC product family.

By performing third party testing and verification and evaluating criteria relating to energy efficiency and lighting performance, the DLC attempts to determine the highest quality LED products available. DLC certification can aid in receiving utility rebates for energy efficient lighting.

Last month Noribachi's LIN.24.REC LED retrofit bulb was recognized as the brightest product in the DLC class of "retrofit kits for outdoor pole/arm-mounted area and roadway luminaires." Following this success eleven other Noribachi LED bulbs that share the LIN.24.REC's geometry but with varying LED counts have been DLC certified as part of the same product family.

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"Using only the best LED components available coupled with rigorous in-house engineering allows our products' quality to speak for itself."

- Luke Sutton, VP Manufacturing Noribachi

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Noribachi's success in certifying the REC (rectangular shaped) LED retrofit family, which contains bulbs that have varying numbers of LEDs from 72 to 144, demonstrates the company's ability to create the most adaptable and advanced LED retrofit solutions available.

In addition to the certification of Noribachi's REC retrofit bulbs, the company's most popular fixture, the HIGHBAY.M, was also certified to DLC standards in the "high-bay aisle lighting" category. The HIGHBAY.M is Noribachi's first stand-alone luminaire to receive certification, and with Noribachi's LED Prix 2.0 technology the fixture is recognized with the highest CRI (color-rendering index) in its class. The higher the CRI of a light, the better it approximates true daylight. LEDs generally have superior CRIs compared to traditional lighting, and Noribachi's LED Prix technology capitalizes on this characteristic with unprecedented color precision and quality.

"The DLC class leadership in both the brightness of our retrofit LED bulb family and the color-rendering index of our HIGHBAY.M fixture reflect Noribachi's standards of technological superiority in solid state lighting—using only the best LED components available coupled with rigorous in-house engineering allows our products' quality to speak for itself," says Luke Sutton VP of Manufacturing at Noribachi.

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ABOUT NORIBACHI:

Noribachi is advancing the concept of informed grid interaction by creating smart energy 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 800 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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