

The logo for Noribachi, featuring the word "NORIBACHI" in white, uppercase, sans-serif font inside a dark blue rectangular box.The logo for Qnuru, featuring the word "Qnuru" in a stylized orange font with a circular element around the 'Q', and the tagline "THE LUXURY OF LED" in a smaller, orange, sans-serif font below it.

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**Qnuru Launches Specialized LED Lighting Design Services for
Customers and Independent Lighting Designers**

LED-Focused Lighting Design Expertise Accelerates the Transition to Solid State Lighting Future

Albuquerque, New Mexico. March 16, 2011—The Noribachi Group, the leading provider of smart energy applications, today announced that its solid state lighting division, Qnuru, will provide specialized LED lighting design services for commercial and industrial customers seeking to save energy costs and improve lighting levels with Qnuru’s product family of LED retrofit bulbs and luminaires. Qnuru also launched an LED-focused lighting design support program, *AskQnuru*, for independent lighting designers, including members of the International Association of Lighting Designers (IALD) and LC-accredited lighting designers.

“One of the many benefits of solid state lighting is the ability to precisely place light only where it is needed,” said Kimble McCraw, Product Line Manager for Qnuru. “Skillfully designed LED installations offer users a significant opportunity for energy savings and higher quality illumination. Our new lighting design services are intended to accelerate the adoption of LED lighting in the commercial and industrial market segments, and deepen the LED knowledge-base of independent lighting designers who are charting the course for the next generation of energy efficient lighting implementations.”

AskQnuru: Independent Lighting Designer Support

In order to help advance LED lighting design excellence in the built environment, Qnuru will offer accredited lighting designers with LED design advice free of charge. Independent lighting designers will be able to leverage Qnuru’s deep expertise in LED lighting technology, power control systems and LED-specific lighting design techniques developed since the company’s founding in 2007. Support will be provided via email (AskQnuru@qnuru.com) and phone (toll free 877-553-2810).

Qnuru Lighting Design Services: Customer Support

Qnuru’s Lighting Design Services group will provide fee-based support for architects, designers, contractors, property owners and end-users installing Qnuru’s LED retrofit bulbs and luminaires in new construction and existing commercial and industrial projects. Using specialized AGi32 3D software, Qnuru lighting design experts can simulate lighting environments with unlimited LED luminaires, calculation points, and reflective or transmissive surfaces. In addition, architectural geometry can be incorporated to provide realistic simulation results. Qnuru lighting design customers will receive foot candle tables and documentation to verify adherence to lighting specifications.

About Qnuru

Qnuru, a division of Noribachi, is a solid state lighting technology innovator. Our intelligent lighting solutions deliver unparalleled light quality while reducing grid dependency to positively impact your

bottom line. We design and manufacture brilliant lighting solutions, including Vector high wattage LED retrofit solutions for the commercial and industrial markets; Prism low wattage LED bulbs for homes and offices; the Matrix product line of LED-based luminaires; and the Helix family of solar-powered LED luminaires. Qnuru products are ETL Certified to UL and CSA Standards and designed, assembled and tested in the U.S. For more information about how we can take your lighting light years ahead, visit www.qnuru.com.

About the Noribachi Group

The Noribachi Group is creating next-generation smart energy applications for businesses and consumers worldwide. The Noribachi's suite of low-power, self-powered smart energy solutions includes commercial, industrial, and residential LED bulbs and luminaires; solar and hybrid solar/grid-powered consumer electronics; and industrial equipment that harnesses renewable energy sources. Using Noribachi's smart energy applications, businesses and consumers can take control of their power consumption while reducing their environmental footprint. Noribachi is privately held with offices in Albuquerque, NM; San Francisco, CA; and Shanghai, China. To learn more about the Noribachi Group and how smart energy applications can empower your world, visit www.noribachi.com.

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