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FOR IMMEDIATE RELEASE

NORIBACHI OPENS NORTHERN CALIFORNIA FACILITY

LOS ANGELES, CA: Noribachi, a leading U.S.-based technology company with a focus on lighting digitalization, announced the opening of its new Northern California office. The Bay Area expansion was driven by demand for the company's next generation industrial LED lighting and digital display products.

"This represents an exciting phase for Noribachi," said Farzad Dibachi, CEO, Noribachi. "This office gives us the ability to access top Silicon Valley engineering talent and continue innovating LED functionality on a larger scale. With LED quickly becoming a platform capable of providing more than just lighting, and customers demanding additional hardware and software applications, it became necessary to expand the engineering team and return to our Silicon Valley roots."

In conjunction with the new office, Noribachi announces the hiring of technology-veteran Mark Moore as Chief Technology Officer. Mark has 30 years of software experience, successfully leading high-powered engineering and service teams. He spent the first ten years of his career with Oracle in the Kernel Development team and went on to be a founding member of several high growth startups including Diba (information appliances acquired by Sun Micro), Niku (enterprise software acquired by CA), Kleiner Perkins-funded OneTrueMedia (acquired by Disney) and most recently was Sr. Vice President of Products for Recommind (acquired by OpenText). Mark is now responsible for expanding the engineering team, optimizing the company's digital lighting product development and driving Noribachi innovations.

"LED technology is in its infancy and Noribachi is at the forefront of new developments. The company is well-positioned for growth, and I am excited to be leading the Bay Area engineering team," said Moore.

Noribachi's new Northern California office is located in Oyster Point, South San Francisco. The company's headquarters and manufacturing facility remain in the Los Angeles area.

About Noribachi:

Noribachi is a leading U.S.-based technology company, focused on lighting digitalization, which develops and markets high output industrial LED lighting products and indoor and outdoor digital displays.

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