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FOR IMMEDIATE RELEASE

Noribachi Announces Successful LED Lighting Upgrade for the City of Manhattan Beach

Noribachi, a premier US based custom LED lighting and engineering firm, announces the successful completion of an expansive lighting improvement project for the City of Manhattan Beach, California.

LOS ANGELES -- One of L.A.'s chic ocean front cities, Manhattan Beach draws tens of thousands of visitors annually to its waterfront attractions. Accommodating the masses of people requires a substantial parking garage, which had been poorly lit for years with fluorescent tubes. Noribachi replaced the fluorescents with the popular LOWBAY vapor proof fixture. The new lights use about half of the energy while emitting a much brighter, cleaner light. Inside the parking structure this translates into an increased feeling of security and heightened color perception, making it easier for drivers to locate their vehicles.

"These lights are really bright! I definitely think it looks a lot better than it did before. I've never been in a parking garage this well lit," says Ed Guernsey, a resident of Manhattan Beach.

Lining Manhattan Beach Boulevard, the City's main thoroughfare, are historic lantern fixtures that also required an LED upgrade. This application demanded a retrofit of the lantern fixture to maintain the original aesthetics. In order to achieve this Noribachi created a custom LED solution designed to easily sit in the existing housing. Noribachi's experience in diffusion allowed engineers to direct the light straight down inside of the existing lens, creating a glowing effect and shielding the individual diodes from view. Noribachi also used LEDs with a warm white color temperature to match the historic ambiance.

"One of Noribachi's earliest strengths has been our non-intrusive LED retrofits for historic gas lantern lamps. Our technology speaks for itself – less than half of the energy consumption with zero aesthetic change in the light itself. It was a great opportunity for us to help Manhattan Beach save money and really bring its lighting on par with its upscale image," says Esther Santos, VP of Sales at Noribachi.

"The City was able to complete this LED installation through the use of grant funding from the Department of Energy, and this project fits in nicely with the City's goals to be more energy efficient and reduce its carbon footprint 15% below 2005 levels by 2020," notes Sona Kalapura, Environmental Programs Manager for the City of Manhattan Beach.

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About Noribachi:

Noribachi is a premier, US based, LED lighting and engineering firm providing customized illumination solutions for any application.

Embracing a hand crafted and modular approach for developing custom LED solutions, Noribachi drives the lighting industry forward with a dedication to thoughtful product design and the principles of efficient energy use.

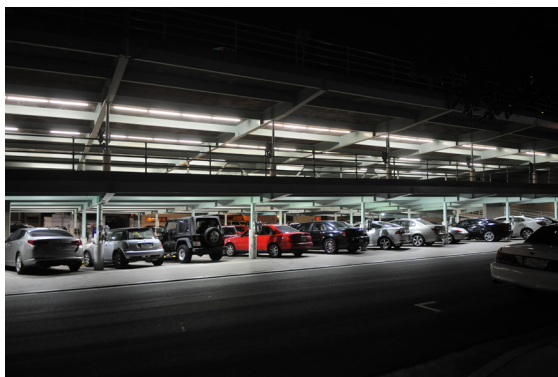
Noribachi LED solutions are independently tested and fully certified; over 1,000 installations for Fortune 500 companies, leading government agencies, and world-class hotels in the US and internationally attest to Noribachi's enduring product quality.

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

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One of the many lantern fixtures along Manhattan Beach Boulevard retrofitted with Norbach LEDs.



A parking garage completely outfitted with Noribachi LEDs deters crime and promotes safety for motorists and pedestrians.

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