

September 21, 2015

FOR IMMEDIATE RELEASE

## NORIBACHI PARTNERS WITH SAMSUNG TO REDEFINE THE U.S. LED LIGHTING MARKET

**HARBOR CITY, CA – September 21, 2015:** Noribachi, a leading U.S.-based custom LED manufacturer and Samsung Electronics, a global leader in advanced component solutions, announced establishment of a major partnership. This broad partnership will draw upon the technology and engineering strengths of each company to spark innovation in an initial step toward redefining the U.S. LED lighting industry.

"We are excited to partner with Samsung," said Farzad Dibachi, Noribachi, CEO. "There has been little disruption in the lighting industry for over 50 years. The growth of the LED marketplace has, for the first time since Edison's invention, made lighting a technology centric industry. There is no better way to approach this new market than for two technology innovators to partner to move this industry forward."

"Noribachi presents an excellent strategic fit as our LED Lighting partner," said Young Joo Jin, Vice President, Strategic Marketing Team, LED Business, Samsung Electronics. "As a technology-centric company dedicated to meet specific customer requirements, Noribachi will be able to continuously develop LED lighting products that showcase Samsung's superior core products."

Noribachi will incorporate Samsung's various LED component products and technologies, including high power LED package LH351B, which features high efficacy with color stability, into its Bespoke Engineered and Specifically Tailored (BEST) LED product strategy. As a result, customers will continue to receive LED lighting products built to their exact specifications with state-of-the-art, industry-leading components.

The partnership combines Noribachi's engineering strengths with Samsung's electronics expertise and advanced LED components.

Noribachi will continue to manufacture its BEST LED light engines and light fixtures at its manufacturing facility in beautiful Harbor City, CA.

### **About Noribachi:**

U.S.-based Noribachi is a leading custom LED manufacturer for high output commercial and industrial solutions. Noribachi applies a Bespoke Engineered and Specifically Tailored (BEST) methodology to deliver unlimited LED light applications.

Noribachi is dedicated to improving the light industry by incorporating design and technology to our BEST lighting solutions. For more information, visit [www.noribachi.com](http://www.noribachi.com).

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