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FOR IMMEDIATE RELEASE

Noribachi LED to Offer Customer Loyalty Program, Exclusive Pricing

Starting August 1, Noribachi is rolling out a new customer loyalty program dubbed Noribachi Switch.

LOS ANGELES --Starting August 1, custom retrofit LED manufacturer Noribachi is rolling out a new customer loyalty program dubbed Noribachi Switch, rewarding customers with the unique opportunity to upgrade their existing custom retrofit lights with the latest generation of LEDs at fifty percent off the invoice price originally paid.

"Our current generation of diodes use the latest semiconductor technology and phosphors to produce an astounding efficacy of over 140 lux (lumens per watt) and carry an extended lifetime over the previous generation," said Esther Santos, chief operating officer. "With the addition of our new high speed surface mount technology (SMT) production line, we are able to deliver our custom lights without extended lead times."

In addition to their newly upgraded lights, customers will receive a fresh start on their five-year limited warranty, making this one of the best-backed deals in the LED lighting industry. Noribachi earned a 93 percent satisfaction rating for its customer support in a recent Dun & Bradstreet independent survey.

"In response to our recent customer satisfaction survey results, we wanted to thank our customers by offering them the latest in LED technology at an exclusive price and a chance to extend their support coverage," said Santos.

"As early adopters of high-output LED lighting, we are the bleeding edge of personalized energy consumers," said Steve Gerber, Intelligent Energy Light & Power. "Our early shift to solid-state lighting has allowed us to experience benefits like increased visibility and security as well as a reduction in maintenance costs before most of our competition. With Noribachi Switch, we can continue to enjoy these benefits and many more."

Customers who wish to "switch up" their lights are encouraged to contact their Noribachi sales representative directly to coordinate the upgrade based on their original order.

Upon receiving the original lights, Noribachi engineers will upgrade the diodes and other components to the latest quality standards.

Much in the same way cell phones, digital cameras, and other consumer electronics are purchased

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and subsequently traded-in, components from the original lights will be refurbished and reused to reduce waste in landfills and overuse of raw materials.

As much as 95 percent of an LED can and is recycled—after being crushed, glass and aluminum or silicon carbide are separated and then reused in a multitude of products and possibly new generations of LEDs.

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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