

NATURE BRIGHT CO., INNOVATOR IN CONSUMER LED LIGHTING TO EXHIBIT AT INTERNATIONAL HOME & HOUSEWARES SHOW/CHICAGO, MARCH 20-22, 2005:

Plans set to unveil Koolight™ especially geared to the youth market

Irvine, California, February 3, 2005 - After becoming an associate member of the National Association of Chain Drug Stores (NACDS) in December 2004, LED lighting manufacturer **Nature Bright Company** will appear as an exhibitor and **Pantone®** 2006 ColorWatch Display partner this March at the International Home & Housewares Show/Chicago (Booth #N6660) to unveil two innovative new lamps in the show's New Product Showcase. Both feature advanced LED (light emitting diode) technology in the white LED category and are targeted toward the mass consumer market.

NatureBright® Koolight uses the latest LED light engine technology to create light that is glare-free, natural and brings out vivid color and detail -- all while reducing eyestrain and fatigue. It also has a built-in sunrise alarm clock that can simulate a pleasant summer dawn to enable individuals to wake up happily and naturally, plus, and a sunset simulator to assist in falling sleep. Koolight™ is especially viable for the youth/student niche market because of its ideal light which promotes eyesight protection, easy sleep, and comfortable wakeup.

"We designed this line especially for the youth population," said Joshua Chen, CEO and President. "Students of all ages spend long hours reading and doing homework at night and have difficulty rising early in the morning to go to school. We wanted to develop something to help reduce the stress of their daily lives."

LED lighting is the biggest innovation in the lighting industry since Edison inventing the electric light bulb in 1879 -- and the LED illumination revolution is underway! Around the globe, cities are rapidly replacing incandescent traffic lights with arrays of LEDs; solid-state electronic lights that require less than 10 percent the power of an incandescent bulb to generate the same apparent illumination, and last up to 20 years between replacements. It is likely that LED lights will penetrate the US market within 5 years.

Be sure visit Nature Bright at **Booth # N6660** in the International Home & Housewares Show/Chicago, March 20-22, 2005 or view the Koolight in the show's New Product Showcase and in Pantone's booth.