

FOR IMMEDIATE RELEASE

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Products That Make People Feel Younger

Nantucket, MA – December 1, 2006 – The innovators at Great Point Light asked themselves why hand-held magnifiers had to be clunky and boring. They asked why a product used mainly by seniors had to make people feel even more senior when they used it.

They went back to the drawing board and created a line of magnifiers and lighted magnifiers in sleek, cutting-edge designs and trendy colors that make using a magnifier an activity to enjoy. These are magnifiers that their owners will want to keep out on a tabletop – not hide in a drawer.

Pink, blue, lime green, and purple are among the fashionable colors offered in the Great Point Light Magnifier line. “We hear every day from customers who are thrilled to have a magnifier that attracts compliments,” says Great Point Light founder Jamey Bennett, “Just a few years ago, the magnifiers on the market were all so clunky and unattractive that people used them outside the home only out of absolute necessity. We have changed that with great design, great color – and great light.”

Many Great Point Light magnifier models include super-bright LED (light emitting diode) lighting built into the magnifier. The company has its roots in creating book lights that use LED technology in place of traditional incandescent light bulbs.

LEDs have the advantages of long life, no heat, and low power consumption. The LEDs used in Great Point Light products will last 100,000 hours or more. Batteries last a long time too because unlike incandescent light bulbs that make mostly heat with a little bit of light, LEDs turn electricity into bright light with high efficiency. Little energy is wasted on creating heat. The Company is a pioneer in adding LED light to magnifiers.

Magnifier products from Great Point Light include the Lighted Pocket Magnifier (US\$9.99), the Lighted 4” Magnifier (US\$14.99), and the Wallet Magnifier (US\$4.99 for two).

Book Lights from Great Point Light include the Spike Light (US\$12.99), the Flex Neck (US\$9.99) and the ReLight Rechargeable Book Light (US\$34.99). Information on all Great Point Light products can be found at www.greatpointlight.com.

Great Point Light products are available online at www.biggerandbrighter.com or toll free at 877-777-8424, at several national retailers including Target, Barnes & Noble, Borders, and Staples, and at many independent gift and book stores.

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Note to Editors:

Jamey Bennett, CEO of LightWedge, is available for interviews.

Products are available for review or demo.

Other product images available.

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