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**WHITEOPTICS, LLC.**

*For Immediate Release*

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As of August 20, ALANOD Holding GMBH, has acquired a significant share position in WhiteOptics LLC. This investment is consistent with both companies' goals to expand with innovative products that optimize the efficiency and design in lighting technology.

Through this partnership, WhiteOptics and ALANOD will work together to develop complementary products, advance innovative technologies, and expand value-added solutions for their respective customers. Although this affiliation provides synergies for all, both companies will continue their marketing strategies independently and autonomously of each other and therefore will result in no noticeable change to existing customer relationships.

"We are excited to enter this next stage of our business with such a prestigious industry leader. This investment will serve to strengthen our service, our product offerings and reliability to our business partners and valued customers" says Eric Teather, President and Founder of WhiteOptics.

Parent company ALANOD GmbH & Co. KG, is the worldwide market leader for light guiding systems with its PVD-coated highly reflective aluminum surfaces. ALANOD's key products, MIRO® and MIRO-SILVER®, are used in many different lighting applications including LED systems in which growing demand is foreseen. ALANOD is known for the highest level of quality and has an extensive history of working with lighting manufacturers in the development of luminaires with optical control and efficiency.

WhiteOptics LLC manufactures the patented White97 and White98™ film and metal product lines and enjoys the leading position for highly diffuse, high reflectance white surfaces. Demand for these products is growing as energy efficiency requirements increase and the industry changes to LED-based lighting technology.

