



NEWS RELEASE

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Chris Marchitelli Joins Litepanels as VP of Global Marketing

Chris Marchitelli has joined Litepanels, a Vitec Group brand, as VP of Global Marketing. Litepanels is known for pioneering high performance LED lighting fixtures for professional broadcast, motion picture production and still photography.

Chris' 20-year career in the industry includes hands-on experience as an independent videographer and editor, and tenure at Sony Electronics as a senior level executive in the planning and marketing of multiple professional product lines. In his new role with Litepanels, Marchitelli is executing marketing initiatives regarding the creative and energy-saving advantages offered by Litepanels proprietary LED lighting.

According to Rudy Pohlert, President and co-founding partner of Litepanels, "Chris Marchitelli brings the Litepanels brand excellent experience in planning and marketing high profile broadcast technology as well as hands-on experience, to better address the practical benefits for end-users."

For more information about Litepanels innovative lighting products, please contact Litepanels, Inc., 16152 Saticoy Street, Van Nuys, CA 91406, Phone: 818/752-7009, Fax: 818/752-2437, Email: chris@litepanels.com or visit www.litepanels.com



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About Litepanels

Litepanels' pioneering, energy efficient LED (light emitting diode) lighting fixtures are popular and valued tools throughout the television, motion picture, and audio-visual industries, thanks to their low power draw, heat-free usage, and soft, directional illumination. Litepanels are renowned for their HD-friendly key and fill lighting, and innovative features such as full range dimming with only minimal effect on color temperature.

The ever-growing range of Litepanels products includes: compact MicroPro and MiniPlus on-camera lights, slimline, flat-profile 1x1 fixtures in standard, Bi-Color, or Bi-Focus, Super-Spot, and Low-Profile versions, LED Ringlites, and the new Sola LED Fresnel series. Litepanels installations are an essential component of the White House and Pentagon Briefing Rooms, the CNN Election Van, KTLA News Helicopter, and television news crews and motion picture studios worldwide. In addition to dozens of industry awards, the company has recently been honored with a Prime Time Engineering Emmy by the Academy of Television Arts & Sciences. Litepanels is a Vitec Group brand.

A Snapshot of The Vitec Group

Vitec is an international Group principally serving customers in the broadcast, photographic and military, aerospace and government (MAG) markets. Listed on the London Stock Exchange with 2009 revenue of £315 million, Vitec is based on strong, well-known, premium brands on which its customers worldwide rely.

Vitec is organised in three divisions: Imaging & Staging, Videocom and Services.

Imaging & Staging designs, manufactures and distributes equipment and accessories for photography, video and events.

Videocom designs and distributes systems and products used in broadcasting and live entertainment, film and video production and MAG.

Services provides equipment rental, workflow design and technical support for camera, video, audio, fibre optic and wireless technology used by TV production teams and film crews.

More information can be found at www.vitecgroup.com.

