



FOR IMMEDIATE RELEASE

**IMAGILITY™ ACQUIRES RIBBONLIFT – MANUFACTURER OF
ADVANCED LIFT EQUIPMENT**

Company's Third Acquisition Expands Line Of Proprietary Entertainment Technologies

LOS ANGELES, CA – May 18, 2006 – Imagility Inc., a holding company that invests in illumination, imaging and related technology, today announced it has acquired the assets of Ribbonlift, Inc., a designer and manufacturer of advanced lift systems known for their exceptional portability, reliability and ease of use.

Ribbonlift's patented lift equipment is used to position cameras, lights, projectors, communication devices and more for motion picture shoots, live events, construction, industrial, military and other applications. Based in Owatonna, Minnesota, its clients include Walt Disney Imagineering, Smithsonian National Air and Space Museum, U.S. Department of Homeland Security and U.S. Department of Defense.

Founded in 1998, all employees of Ribbonlift are expected to remain with the new company in Owatonna -- a wholly owned subsidiary of Imagility – while certain corporate functions such as finance and strategic business development will be managed from Imagility's Los Angeles headquarters.

Dave Paine, Ribbonlift's founder, will serve as the company's president. "Imagility will provide the boost that Ribbonlift needs to reach a new level of success including growth capital and strategic business development of new markets where our technology can generate added value," Paine said. "I am confident we can build Ribbonlift into the country's premiere application-specific lift technology company."

Eric Golden, Imagility's President and CEO, said "Ribbonlift has designed the most innovative lift technology available today. With reinforced product and market development, I believe Ribbonlift will rapidly gain share of the entertainment markets already serviced by our other operating companies such as motion picture and television production, live events and entertainment venues, as well as diverse industrial applications. We are excited by the business's growth potential and its fit with Lightning Strikes, and we welcome the Ribbonlift team to the Imagility family."

About Ribbonlift Inc. Founded in 1998, Ribbonlift is located in Owatonna Minnesota. The company designs and manufactures lift products based on its patented technology utilizing interlocking bands contained in a cylindrical platform. Its products are used for concerts and

other stage events, construction, industrial, and government applications. Please visit www.ribbonlift.com.

About Imagility, Inc. Founded in January 2005, Imagility (www.imagility.com) is a holding company that invests in small or middle-market companies with industry-leading products, including lighting equipment, specialty cameras, camera support systems, and related accessories. Imagility also seeks to acquire imaging and illumination technologies through licenses or joint ventures. Imagility's mission is to enable its operating companies to achieve solid growth, within traditional markets and in new markets, by providing strategic and operational support, management expertise, and capital. Imagility's first acquisitions, completed in June of 2005, were [Lightning Strikes Inc.](#) and [American Theatre Products Company Inc.](#)

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