



## **FOR IMMEDIATE RELEASE**

### **LIGHTNING STRIKES INC. HIRES ROBERT P. FIORENTINO FOR NEWLY-CREATED POSITION OF VICE PRESIDENT, SALES AND MARKETING.**

*December 12, 2005, Los Angeles* – Lightning Strikes, Inc., developer of award-winning SoftSun® and Lightning Strikes® lighting products for motion picture, television and event production, high-speed photography, and other professional and industrial applications, announced today that it has hired Robert P. Fiorentino to serve as Vice President, Sales and Marketing. In this newly-created position, Fiorentino will direct the company's sales and marketing efforts worldwide.

Fiorentino was most recently Vice President of Sales and Marketing at Redlake-MASD, LLC, a subsidiary of Roper Industries, where he was responsible for Redlake's worldwide sales and marketing organization, including its high-speed and industrial camera businesses. Prior to his employment with Redlake, Fiorentino held multiple domestic and international sales and marketing management positions at the Eastman Kodak Company, Business Systems Imaging Division.

“Bob's experience and track record makes him the ideal person to drive our growth, both in our traditional entertainment markets and new areas,” said David Pringle, President of Lightning Strikes Inc. “With Bob's leadership, we expect many more announcements related to our expansion in the coming year.”

#### **About Lightning Strikes Inc.**

*Lightning Strikes Inc. is the premier provider of highly-controllable, high quality light sources for professional and industrial use. The Company's products offer the highest light output commercially available from a single source and provide an ideal replication of natural sunlight. Its Softsun® and Lightning Strikes® products have been used in the production of thousands of feature films, television series, and commercials over the last two decades, as well as numerous sporting events, concerts, and other live events. It has garnered two Technical Achievement Awards from the Academy of Motion Picture Arts and Sciences and an Emmy from the Academy of Television Arts and Sciences. Lightning Strikes Inc. is a subsidiary of Imagility Inc.*

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