

**MEDIA RELEASE | 20 DECEMBER 2011**

**Web Site Upgrade | [www.smithlight.com](http://www.smithlight.com)**

Smith Light is pleased to announce that we have formally launched our new web site.

This will be the first step in a complete brand overhaul that will include a comprehensive global marketing strategy designed to reinforce our increasing global brand awareness.

The new website features not only a refreshed look; consistent with Smith Light branding, it also contains up-to-date product information on our patented innovative portable battery powered LED lighting systems.

Mr. Chris Di Losa CEO of Smith Light commented "this is the beginning of a huge global marketing initiative, we have engaged one of Australia's leading brand building organisations to undertake a comprehensive global review of our marketing strategy to include TV, Print and Online spend."

Mr. James Boyd Operations Director of Smith Light added "our marketing initiatives will be supported by a fully integrated Global Distributor support platform and purpose built product tracking and validation system. We want to ensure full transparency and risk management not only for Smith Light Pty Limited but also for our Global Distribution Partners."

**About SMITHLIGHT**

Smith Light is an Australian based manufacturer of patented portable battery powered LED Lighting solutions for Mining Ex (Explosion Proof), Emergency, Industrial and Recreational markets.

Smith Light patented technology is a result of commitment to creating a culture of innovation. Smith Light takes a hands-on pragmatic approach to developing winning products that accommodate unique and evolving requirements.

Smith Light design and manufacturing initiatives are based on three non-negotiable criteria; Quality, Reliability and Value. We will continue to be inventive and to ensure that our products meet globally recognized Quality and Safety Standards

**Further Information**

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