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**NOKERO INTRODUCES N200, A BRIGHTER,
LONGER LASTING SOLAR LIGHT BULB**

- *Interview opportunity: Nokero founder Steve Katsaros*
- *High-res video, images available at www.nokero.com/mediadownloads*
- *Test bulbs in use in Pakistan, Iraq, and Kenya*

Hong Kong/Denver, (Nov. 16, 2010) — Nokero, the world's only solar light bulb company, today launched a brand new product to join its ground-breaking N100 bulb.

Dubbed the Nokero N200, the new light bulb is 60 percent brighter than the N100, lasts 6-plus hours on one-day's charge, and is affordable to billions of people worldwide who live without reliable access to electricity.



Nokero N200

“Nokero stands for No Kerosene, and the N200 will strengthen our effort to end the dangerous and polluting practice of burning kerosene for light,” said Nokero founder and social entrepreneur Steve Katsaros, who designed the N100 in January and the N200 in August.

More than one million people die each year in fuel-based lighting fires, and an additional 1.6 million are estimated to die from indoor air pollution.



Nokero N100

“In this day and age, there’s no reason that should happen,” Katsaros said. “We have the technology and know-how to solve this problem.”

The Nokero N200 is already being used in Pakistan, where flood victims say it makes their refugee camps safer at night (see www.nokero.com). The bulb will soon arrive in Iraq, where it will help people in the war-torn country avoid the high cost of running diesel generators for light at night. The bulb is also being used in an orphanage in Kenya, where children can study by its bright light at night, and no longer have to fear burn injuries, or a sudden outbreak of fire as they sleep.



Nokero International Ltd received worldwide attention with the release of the Nokero N100, the world's first solar light bulb, on June 10, 2010. The company has already produced more than 50,000 of the very popular product, and will continue to sell the light at a lower price point than the N200.

About the N200

The Nokero N200 brings an elegant new design to the company's product line. It features much of the same solar/LED technology as the N100, but its single solar panel can draw more power from the sun each day, providing more light at night.

Components

- One polycrystalline solar cell
- Four (4) LEDs
- One(1) AA-sized, 1.2 V, 1000mAh, replaceable, recyclable Ni-MH battery
- Frosted globe (can be branded with organization's logo)
- Stainless steel hanging material
- Chrome plated spring steel loop material
- Safety hook for hanging
- Dimensions: 8.5cm long, 7.3cm wide, 17cm high
- Weight: 85g
- Daily operation time on low setting: 6-plus hours
- Daily operation time on hi (Turbo-Task) setting: about 2.5 hours
- Operating temperature: -20°C – 55°C

Charge by day, use by night

The Nokero N200 collects sunlight during the day to charge a battery (included), and can be turned on in darkness or at night for light.

Auto-off feature

The Nokero automatically turns off in bright light to save charge.

Turbo-task mode

The N200 features a multi-switch which can be set to hi ("Turbo-Task"), low, or off. On its low setting the bulb can last six or more hours on one day's charge and is the same brightness as the N100.

In "Turbo-Task" mode, the bulb is 60 percent brighter than the N100 and lasts 2.5 hours on one-day's charge. The bulb can also be switched off at night or in darkness as needed.



Pivot toward the sun for charging, pivot for light at night

The N200 has a convenient “pivot” feature, allowing users to swivel the solar panel toward the sun to maximize charge capability. The bulb can also be swiveled at night to point light in a needed direction. The bulb can be hung or laid on its side.

Rainproof

Like the N100, the N200 is rainproof and durable so it can withstand outdoor use in tough conditions.

The best value on the market

The Nokero N200 represents the best lumens-per-dollar value for lights of its kind.

About Nokero

Founded by American inventor Steve Katsaros, Nokero International Ltd. is creating a long lasting business network that can serve communities with solar lighting products that empower the people who use them.

Nokero’s Denver, CO, USA office generates new advances solar LED design and technology, and also develops business, marketing, and public relations strategies for the company as a whole.

The Hong Kong office compliments these efforts with its decades’-long experience in the consumer products trade, to help bring the Nokero N100 bulb to market in the most efficient and reliable possible manner. The company is creating a sustainable, long-lasting network that can serve communities over the long term with products that empower the people who use them.

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Page 3 of 3

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