

Press Release

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BRUNSWICK SCHOOLS RELY ON WEB FOR OVERFLOW OF HOLIDAY PROGRAMMING

Holt, MI. — January 15, 2009 — With more holiday events than they could possibly broadcast on their local cable channel, Brunswick City School District recently turned to their new LEIGHTRONIX PEG Central™ Web hosting and streaming video-on-demand service to bring student-produced television programming to the community.

During the 2008 holiday season, Brunswick video club students were busy capturing holiday programs from the city's eleven district schools. Programming from multiple elementary schools and coverage of the high school band, orchestra, and wind ensemble all filtered back to the school video club for post production, editing, and eventual broadcast on the local cable channel.

Already with a full lineup of student-produced programming, the video club had few openings in the broadcast schedule to replay holiday events. To cope, club members turned to their new Web video-on-demand capabilities provided by LEIGHTRONIX. The programs were easily uploaded to the Brunswick City School District's custom PEG Central account and made available in their entirety as convenient on-demand videos.

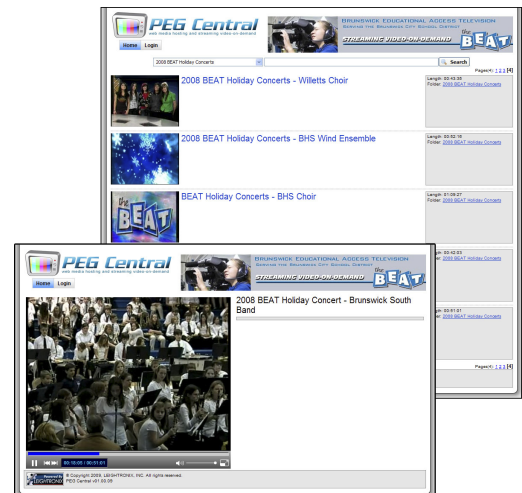
Good news travels fast and the availability of the locally produced programming spread quickly throughout the community with a very minimum amount of promotion. Within the first two week of posting, statistics provided by the PEG Central server showed almost 2,000 hits had occurred.

About Brunswick City School District

The Brunswick Schools Video Club provides students with the opportunity to produce, direct, shoot, edit, and broadcast television programming over local district Brunswick Educational Access Television (The BEAT) Channel 22. The video club excels under the generous support of the Brunswick City School District, Board of Education, City of Brunswick, and the supervision of John Wasylko, the community relations director and advisor to the video club. For more information on the Brunswick Schools Video Club, please visit www.brunswickschoolsvideoclub.org. To access the BEAT's streaming video, visit <http://thebeat.pegcentral.com>.

About LEIGHTRONIX, INC. and PEG Central

LEIGHTRONIX offers comprehensive digital television solutions that accommodate both broadcast and Web delivery of video programming. PEG Central, the new Web media hosting and video-on-demand service, provides a simplified digital video workflow and cost-effective package with superb quality digital video/audio that rivals the traditional television experience. For more information, please visit www.leightronix.com.



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