

PRESS RELEASE

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Special Offers Provide Affordable Upgrade Paths for LEIGHTRONIX Users

Trade-In Programs Allow Users to Exchange Old Equipment for FREE Storage and More!

Holt, MI. — October 4, 2010 — LEIGHTRONIX is extending and expanding their trade-in offer into the fourth quarter due to its popularity, allowing customers to get more for their old broadcast equipment while upgrading to new broadcast and streaming technology.

Extended Trade-In Program

The Trade-In Program offers users two terabytes of FREE digital media storage, valued at \$1,799, when they trade in any eligible product and upgrade to the UltraNEXUS™. Eligible trade-in models include the TCD/IP™, TCD-1000™, MVP-2000™, NET-164™, NET-EC™, MINI-T-NET™, PRO-16™, PRO-8™, and MINI-T-PRO™, along with other qualified competitive products. This program has allowed many LEIGHTRONIX customers to discover the streamlined workflow of the UltraNEXUS and has been extended through the end of 2010 due to its popularity. Details on the program can be found at www.leightronix.com/free_storage.

TCD/IP Trade-In Program

Now through an additional special, TCD/IP users who trade in and upgrade to the UltraNEXUS have the opportunity to receive \$1,000 off a yearly subscription to PEG Central™, the popular Web media hosting and streaming video-on-demand service hosted by LEIGHTRONIX. The PEG Central discount is in addition to the free digital media storage, providing a total savings of \$2,799 to TCD/IP users who upgrade their systems. The UltraNEXUS and PEG Central represent a leap forward in technology, allowing delivery of television programming through broadcast and the Web. Details on the TCD/IP program can be found at www.leightronix.com/TCD10.

To be considered for either special, trade-in model serial numbers must be validated by LEIGHTRONIX. Eligible trade-in models must be returned to LEIGHTRONIX within 45 days of receiving a purchased UltraNEXUS digital broadcast server. Both offers are valid until December 31, 2010.

About LEIGHTRONIX, INC.

LEIGHTRONIX is recognized as an industry leader in specialty video equipment design and manufacturing, including digital video solutions, television automation, streaming video-on-demand, and remote equipment control. A model of stability and longevity in the quickly evolving professional video market, LEIGHTRONIX continues to set standards in product value and versatility that exceed customer expectations in both product performance and support. Exceptional product reliability, a standard 5-year warranty, and cost-free technical support have made LEIGHTRONIX one of the most trusted names in the industry. For more information, visit www.leightronix.com.

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