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**Former Group VP and CEO of Lexus USA  
Joins Visible Light Solar Technologies and Noribachi Advisory Boards**

*Auto Industry Veteran to Help Steer the Adoption of LED Lighting for Car Retailers*

Albuquerque, NM — June 10, 2010 — Visible Light Solar Technologies, a solar energy-management and power-efficiency technology company, today announced that auto industry veteran, Dennis Clements, has joined the company's Board of Advisors. Clements is the former Group VP and CEO of Lexus USA (NYSE: TMS), and a current member of the Board of Directors of the Asbury Automotive Group (NYSE: ABG), one of the largest automotive retailers in the US with revenues of over \$3.6 billion. In addition to joining Visible Light Solar's Board of Advisors, Clements is also becoming a member of the Board of Advisors of the Noribachi Group LLC, a CleanTech private equity firm that is the majority investor in Visible Light Solar. Clements will work with Visible Light Solar to help tailor the company's technology and product strategy for auto retailing, manufacturing and support facilities.

"We believe that the automotive sector represents a significant market opportunity for LED lighting and are honored to be working with Denny who brings to us over 30 years executive experience in the industry," said Rhonda Dibachi, CEO of Visible Light Solar Technologies and co-founder of Noribachi. "At Lexus, Denny helped raise the customer service bar to equal the level of luxury offered by Lexus sedans. With Denny's insights, we intend to redefine how auto retailers present their products to customers using LED lighting and related energy efficient technologies. Based on numerous installations at auto dealers, we believe the true-color benefits of LED lighting and 80-90% energy savings will make this a game changer for the industry."

Clements has been a driving force in the evolution of the auto retail industry, most recently as Group VP and CEO of Lexus USA from 2000 to 2005. Prior, as President of Toyota's Central Atlantic division, he helped spearhead Toyota's dramatic US growth. Clements currently serves on the Board of Directors of the Asbury Automotive Group that operates approximately 80 retail auto and heavy truck stores, encompassing 107 franchises. In 2005, Clements founded Discretionary Effort, an auto dealership strategy consulting firm.

"I am excited to be working with Visible Light Solar Technologies and Noribachi to help relight the auto industry with LED technology," said Clements. "For a car retailer, the most important customer touchpoint is the moment when a vehicle is presented to them, and lighting is a critical element in that experience. Unfortunately, despite the fact that auto manufacturers spend hundreds of millions of dollars to develop the most sophisticated paint colors imaginable, much of that sizzle is lost in the showroom and on the lot because 99% of dealers still use metal halide and high pressure sodium lights that produce sickly-yellow illumination. In contrast, the auto dealers who have installed Visible Light Solar's LED lights get true-color illumination that makes cars look the way their designers intended. Tiffany wouldn't light a \$20,000-50,000 diamond ring with a conventional light bulb; why should the auto industry now that LED technology is available and proven?"

**About VLST**

Visible Light Solar Technologies (VLST) is a solar energy-management and power-efficiency technology company. VLST was established to enable product manufacturers to integrate photovoltaic technology

into new and existing products and applications. VLST produces a product family of Universal Energy Controller smart cards that are in use in LED-based solar and solar/grid-powered lighting fixtures, solar-enabled industrial applications and light-powered consumer electronics. The company also offers an extensive product line of Vector intelligent LED commercial light bulbs that offer up to 85% energy savings and reduced maintenance while producing higher quality illumination. For more information, go to [www.visiblelightsolar.com](http://www.visiblelightsolar.com).

#### **About Noribachi**

The Noribachi Group, LLC is a private equity firm focused on the CleanTech economy whose goal is to inject clean, green and renewable energy technologies and products into everyday life. The Noribachi Group invests in and supports the development and commercialization of core technologies critical to the burgeoning clean energy industry. Since 2007, The Noribachi Group has founded, funded and is building 10 CleanTech businesses in areas as diverse as LED/solar lighting, custom solar material manufacturing, light-powered consumer electronics, and home energy storage systems. Noribachi has offices in Albuquerque, NM; San Francisco, CA; and Shanghai, PRC. For more information, go to [www.noribachi.com](http://www.noribachi.com).