

Master License for EVI multi-layered printing process. The Agreement grants exclusive world rights to the patent pending process.

Hong Kong, July 12, 2008 - Matchstick today announced that it has signed an exclusive master-license with Egush Limited (UK) for its patent pending EVI - multi-layered display printing process. Matchstick has made a strategic decision to launch own products incorporating the proprietary technology but will later look at the viability of instituting a program to provide sub-licenses to leading sign making companies. The EVI - Enhanced Visual Impact - process is a ground-breaking technology that maximizes corporate and brand image by enabling high impact graphics in standard backlit and edgelit displays. The process can create halo effects of superb quality, 3-D relief effects for tactile depth, and stunning neon effects, all while providing detailed reproduction of brand graphics that cannot be achieved in neon signs. In addition, EVI signs offer significantly lower up-front and maintenance costs compared to neon or fluorescent lit signs. EVI is patent pending in 40 countries and has been granted by the European Patent Office in Munich. EVI can benefit international brands in a wide range of applications, including point of sale displays, restaurant advertising, outdoor advertising, licensed goods, vending equipment and others.

"I expect great success with EVI which is the second multi-layer print process that I bring to the market, this time a more environmentally friendly, and offering better scale of economy, than Artlite which I co-founded and launched in the 90's" said Asgeir Bjarnason, the CEO of Matchstick.

Matchstick - Illuminating Brands. Matchstick is focused on commercializing the EVI multi-layer printing technology worldwide. The Company, a specialist in brand illumination, is a manufacturer of leading edge LED lighting panels and LED brand signage. The company is based in Shenzhen, China. Matchstick manages the marketing, design, manufacturing and licensing of products using EVI both directly to end user companies as well as through select agencies and manufacturers. The founders of Matchstick include: Asgeir Bjarnason founder of Medialite, Artlite, Novamedia Group TX, 25 years in lighting and POP, Kristjan Arnthorsson, an experienced designer and the inventor of the EVI display panel process and Thomas Karvonen an industrial and lighting engineer with expertise in LED's. ■

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