



FOR IMMEDIATE RELEASE

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## Company and Product Name Changes Effective Immediately

Las Vegas, Nevada, USA, February 1, 2010 –

What's in a Name?

Wow, that was a fast and busy 9 years! Since we founded Goo Systems back 2000, a lot has changed. For starters, our customer base has grown from a handful of cutting-edge home video projection enthusiasts and a select few industry insiders to include major Educational, Medical, Religious and Military institutions, Fortune 500 companies, major Theme Park Attractions, Broadway productions, touring Theatrical and Musical Acts, internationally known Museums, Restaurants, Bars, Nightclubs, Casinos and, well, a LOT more cutting-edge home video projection enthusiasts!

A lot has changed in the world of video projectors as well. When we started Goo Systems, Cathode Ray Tube or CRT projectors ruled the roost and digital projectors were, by today's standards, fairly crude and quite expensive devices with relatively low resolution, low light output and lousy contrast. Nowadays CRT Projectors are, sadly, for those of us willing to care, feed and maintain them, pretty much history. The performance of digital projectors has improved dramatically with projectors featuring full High Definition resolution (1920 x 1080pixels), high brightness (>1500 Lumen) and exponentially improved contrast, available now for the price of a replacement lamp for the earlier projectors.

Effective on February 1, 2010, Goo Systems Global Distribution (GSGD) will assume worldwide Sales, Marketing and Customer Support roles for Screen Goo products. GSGD's main facility will be in Kingston, Ontario, Canada and the company will also add dedicated Customer Service Centers for North and South America in Las Vegas, Nevada and in Hong Kong for Asia and the Middle East. We believe the new facilities will enable GSGD to provide faster and better service for new and existing Screen Goo customers.

There have been a number of changes to our product offerings as well. We started out with CRT White, a true Reference White projection surface. We pioneered high contrast grey projection surfaces as well with our Digital Grey coatings. As time went on and digital projectors improved in performance, we introduced two additional grey coatings, Digital Grey Lite and Ultra Grey, allowing our customers to precisely match their Goo projection surface to the lighting conditions of their room and their preferred projector. We also introduced the very first paint-on Rear Projection solution. Our most recent innovation came with the introduction of Ultra Silver 3D, a highly reflective, non-depolarizing projection surface offering unmatched performance in polarity-based 3D projection systems. Last but not least, but largely under the radar, we have continually improved the performance of all of products.

New and better pigments, optical components and resins, improved manufacturing techniques and equipment and much higher production volumes have all contributed to subtle but significant gains in Screen Goo performance.

The time has come for Screen Goo to reflect all of the changes to the projection industry and to our coatings. So, say goodbye to CRT White and say hello to Reference White. Goodbye to Digital Grey and Ultra Grey and hello to High Contrast and Max Contrast... We're also changing how we describe the different types of coatings to more accurately define their role in the performance of a Goo screen. What we previously called Screen Goo base coats will now be called Screen Goo Reflective Coats and Screen Goo top coats will be called Screen Goo Finish Coats. This should help clarify the role, in particular, of the reflective coat and end the somewhat widespread assumption that Screen Goo base coat was a primer.

We're very grateful for the support shown us over the last 9 years by our Customers, by our Dealers and Distributors and by the industry in general. We're also very excited about the future and invite you all to join us in getting Goo'ing!

### **About Goo Systems Global Distribution**

Goo Systems Global Distribution is Goo System's worldwide Sales, Marketing, Distribution and Customer Satisfaction/ Support center for Screen Goo products. The complete Screen Goo line of products is available through a rapidly growing network of Distributors and Dealers throughout the world.

For more information on Goo Systems Global Distribution please visit <http://www.goosystemsglobal.com> or <http://www.goosystems.com>

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