



PRESS RELEASE

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Brilliant Results For Wybron

Colorado Springs, Colorado – Wybron is celebrating the successful launch of their monthly online market research surveys. The ongoing research program will be used to influence product development and help Wybron better understand the needs and desires of lighting professionals. Some of their key innovations over the years have been a direct result of listening to suggestions from their customers. The monthly surveys are another way for Wybron to be responsive to the industry.

The February survey is online now and can be accessed through Wybron's website or by going directly to www.wybron.com/research/. To encourage people to take the survey, every month Wybron will be giving away a new 30GB Apple iPod™ to one person randomly selected from all respondents of that month's survey.

147 people completed the January survey and the numbers are expected to grow each month as the word gets out. A wide range of the lighting industry was represented, with people involved in everything from television, art installations and outdoor environments, to worship services, and even "extreme environments". Bill Brinsley and Bill Ebeling were the lucky recipients of a new iPod.

The research is being conducted by Acromatics Marketing Research. Acromatics' president Margie White explains why the online surveys are successful. "The surveys are short, generally 10 minutes or less, and can be completed from any computer at any time during the month," she says. "But most of all, we are talking to people about topics of interest to their industry."

January's poll asked what subjects should be covered in future surveys. The answers were as varied as the respondents. Not surprisingly, LEDs were the most frequently requested topic. Since ninety percent of January respondents stated that they had worked in the theatre in the past year, it raises an interesting question: How much will LEDs find their way into the theatre? February's survey aims to find out.

The February survey includes several current topics of interest. In addition to LEDs, the survey covers health insurance issues and the importance of education to a successful career in lighting. To take the survey and be eligible for a chance to win an iPod, log on to www.wybron.com/research/.

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