



PRESS RELEASE

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LITETOUCH BECOMES LIFE|WARE™ STRATEGIC PARTNER

LiteTouch Lighting Control Systems can now be seamlessly integrated into Life|ware home environments

Columbus, OH – October 23, 2006 – Exceptional Innovation, makers of hardware-friendly Life|ware™ digital entertainment and automation software, announced today that LiteTouch, Inc. is now a strategic Life|ware partner for wired lighting systems.

“Adding compatibility for LiteTouch lighting systems is an important addition for our dealers and their customers,” said Seale Moorer, founder of Exceptional Innovation. *“The ability of our software to dynamically discover and control great products like LiteTouch across an in-home network is exactly where the vision of digital living is heading.”*

At CEDIA EXPO 2006, Exceptional Innovation showed how an entire LiteTouch system was instantly discovered once it was plugged into a Life|link™ module – the entire LiteTouch configuration was made available for immediate use by Life|ware. Life|link gives third-party products the benefits of Web Services for Devices (WSD) – the standard technology that Life|ware leverages to control systems from so many different manufacturers.

As a strategic partner, LiteTouch will become completely WSD-enabled, and will also be featured in Life|ware trade show events and demonstration homes, *“Life|ware brings a rich Media Center experience to LiteTouch lighting control,”* said Angie Larson, director of marketing for LiteTouch. *“LiteTouch products are designed for easy integration with other home control systems and we’re excited to be part of the Life|ware solution.”*

Moorer noted that both Life|ware and LiteTouch products are designed to scale easily from smaller, one-room jobs up through multi-unit estates. *“That really provides value to a dealer who needs to be ready to react quickly to any opportunity that comes up. Life|ware and LiteTouch, working together, make dealers more agile than they’ve ever been.”*

Using the same remote control they use to access and enjoy digital entertainment on any Media Center, a Life|ware user can now seamlessly control their entire LiteTouch lighting system, including enacting LiteTouch scenes and taking advantage of LiteTouch's power-saving and security features. Life|ware also controls whole house audio systems, window coverings, thermostats, security, and cameras made by a wide variety of sub system hardware partners. The software is the first to leverage Web Services for Devices to achieve hardware-neutrality. The approach allows dealers to offer their customers more choices, and gives them the flexibility to create new business offerings in new ways.

Logos and images available at www.exceptionalinnovation.com.

About Exceptional Innovation

Based in the Westerville suburb of Columbus, Ohio, Exceptional Innovation produces Life|ware™ home control software and hardware for digital living. Life|ware creates a lifestyle experience that allows consumers to enjoy their digital entertainment, wherever and whenever they want, as well as manage their lighting, HVAC, security, appliances and other subsystems, such as distributed audio systems, through a single interface by integrating the digital entertainment functionality of Media Center with whole-house automation and control. Led by software industry professionals with extensive experience with distributed computing based on open standards and open architecture, Exceptional Innovation combines Microsoft development expertise with years of home control experience to deliver simple, seamless, life-enhancing solutions for the digital home.

About LiteTouch

LiteTouch is the pioneering manufacturer of digital lighting control systems for residential use. The first systems bearing the LiteTouch brand name originated in 1978. With a strong commitment to customer service, LiteTouch can service and support every system it has ever installed, going back to Job #1. Distinguishing features include: Limited lifetime warranty; Three systems to economically support any size of project; LiteTouch's software, LiteWare, is unparalleled both in performance and ease of programming; the open architecture allows the programmer to create custom commands.

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