



NEWS ANNOUNCEMENT

FOR IMMEDIATE RELEASE

Contact: Stephanie Olsen
Lages & Associates Inc.
949/453-8080
stephanie@lages.com

BIVAR LAUNCHES NEW WEBSITE

Robust Website Provides Partners and Customers with Enhanced Navigation and Easy Access to LED Indication and Lighting Products

IRVINE, Calif., June 2, 2010 – [Bivar](#), a leading specialty provider of LED indication and lighting products and solutions, today announced the unveiling of its new website. Bivar's new website provides visitors with a more user-friendly experience through easier navigation and robust content that showcases the company's long history and expertise in the optoelectronics industry. Customers, [distributors](#) and sales reps now have easy access to Bivar's comprehensive LED product lines, which include [LED lighting](#), [LED indication](#) and [Assembly Hardware](#).

The new website makes accessing Bivar's world-class products much more efficient. Now, customers and sales reps can view Bivar's comprehensive product offerings and can quickly identify and select from individual products to gain further details. From the [products](#) pages on the new site, visitors can download data sheets, access product details and view a wide variety of images.

"Our goal with the new website is to communicate the depth of products we offer and provide our customers with as much information as they'll need to make a decision on the product that best meets their needs and design goals," said Mike Finn, Bivar vice president of sales and marketing.

Bivar Launches New Website/Page 2

Bivar took great care in developing the [Applications](#) section of the new website. From these pages, visitors have access to industries that actively use LED indication or LED lighting solutions from Bivar. The opportunities for high-quality, high-performing LED solutions are so vast and varied that Bivar dedicated a section specifically to applications. With over 40 years in the electronics industry, Bivar has had the opportunity to work with companies in every industry imaginable. The new website spotlights audio/visual, communication, industrial, medical, security, and transportation markets and gives examples of a variety of applications where their products have been put to work. Updates to the Applications section of the website will be made on a regular basis to showcase new examples of Bivar's products in a range of industries.

Highlighted on the new website are Bivar's LED indication product lines, known as the Bivar [Opto4™](#), which enable design engineers to make moving light from point-to-point practical, efficient and affordable. The Opto4 product lines include LEDs, LED mounts, LED assemblies, and light pipes offered in standard or customizable configurations according to customer need. From the Opto4 products page, viewers can select any of the four product lines and view data sheets from the main landing page.

"Our website is a 24/7 vehicle for communicating all that we do to our customers and sales team," added Finn. "We have over 14,000 unique products that can be accessed from our website. We've taken the mystery out of searching and retrieving product information and hope that visitors to our new site enjoy a much more user-friendly experience."

To view Bivar's new website, please visit www.bivar.com.

About Bivar

Bivar is a leading specialty provider of LED indication products and solutions with a long-standing history of more than 40 years of innovation in the optoelectronics industry. With a global base of customers in 35 countries, Bivar's products are designed to meet the increased demand for point-to-point indication and address a growing range of industrial markets and applications. Bivar's focus is on moving and positioning light. An employee-owned company, Bivar's corporate headquarters are located in Southern California, with manufacturing in California, China and Taiwan.

Bivar's Asia Pacific production and logistics centers offer scalable capacity, execution, control and movement of product around the world. Bivar is widely supported by a highly

Bivar Launches New Website/Page 3

qualified network of authorized representatives and distributors. For more information, please visit www.bivar.com.

#