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PRESS RELEASE

Solamatrix Releases New Black Lava Automotive Window Film

St. Petersburg, FL, July 13, 2009: Solamatrix, Inc. has released Black Lava, the latest addition to their popular Sun-Gard Automotive Window Film line. Black Lava is a metal-free film that offers a stylish true black color to enhance the look of any vehicle.

With a unique 1.5 mil single-ply construction, Black Lava is the next generation of GPS, AM radio and keyless lock friendly automotive window film. Dealers will love Black Lava's installation characteristics. It is one of the best shrinking films on the market which allows for faster and cleaner installations.

"We are excited to release Black Lava not only nationwide but globally. Initial feedback on Black Lava has been very positive. There is currently nothing else out there that installs as easily and the color looks impressive on any vehicle." says Bill Stewart, Solamatrix North American sales and operations manager.

To assist dealers with marketing Black Lava, Solamatrix offers a line of marketing support materials that includes sample books, point-of-purchase product information cards and flyers.

Black Lava films are now available in 5, 20, 35 and 50% VLTs through Solamatrix. In the US, call 1-888-887-2022; internationally, call 727-327-2544. To find an authorized Black Lava distributor, visit our website at www.solamatrix.com.

Solamatrix, a subsidiary of Novomatrix, manufactures and globally markets a comprehensive family of solar control, safety and security window films for motor vehicles, homes and commercial property including the popular Sun-Gard® and Glass-Gard® brands.

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