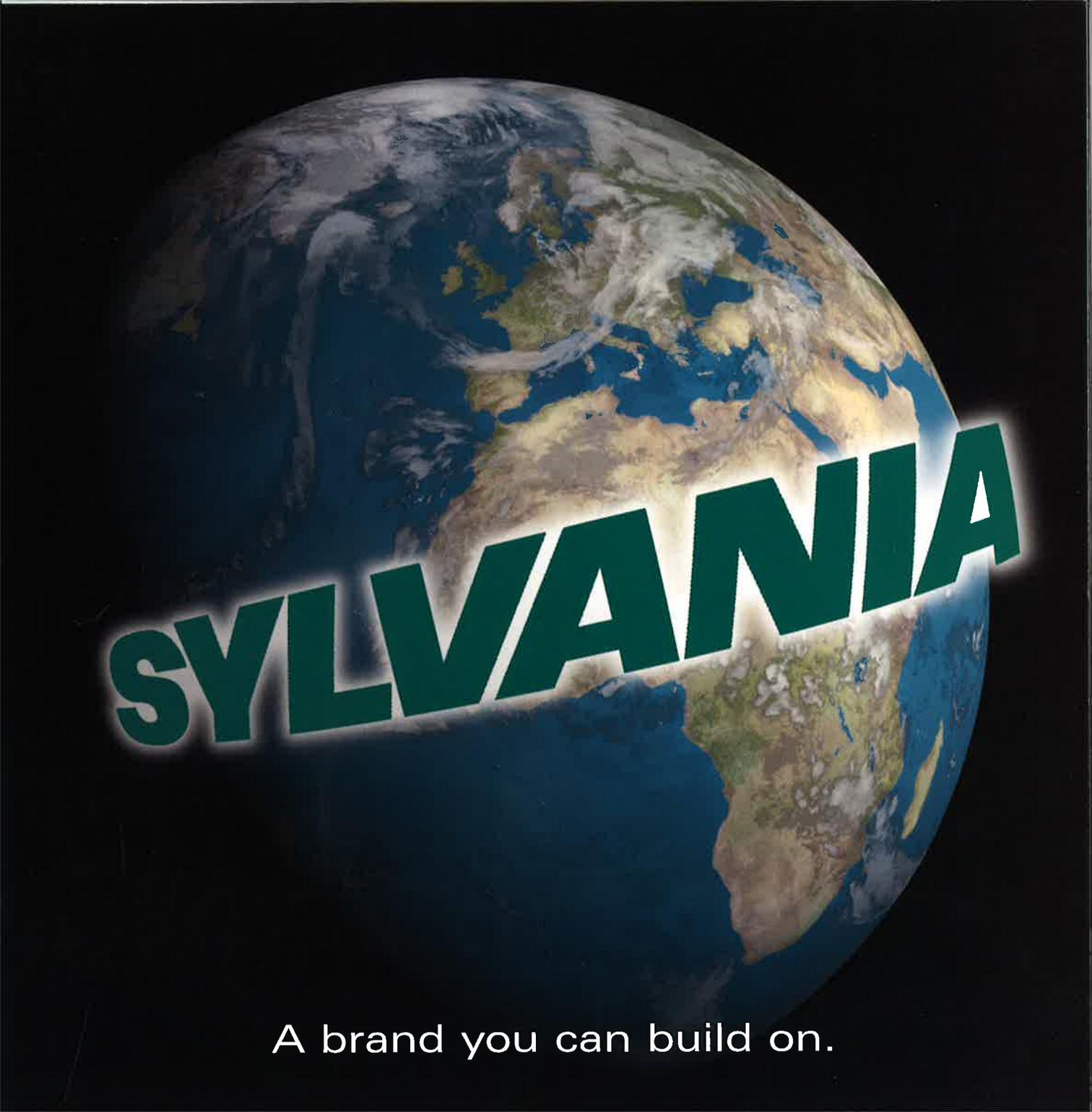


SYLVANIA

A brand you can build on.

A satellite view of the Earth, showing the Americas. The word "SYLVANIA" is overlaid in large, bold, green, sans-serif capital letters across the center of the image. The letters have a slight glow and are positioned over the continents of North and South America. The background is a dark space with the blue and white clouds of the Earth's atmosphere.

SYLVANIA

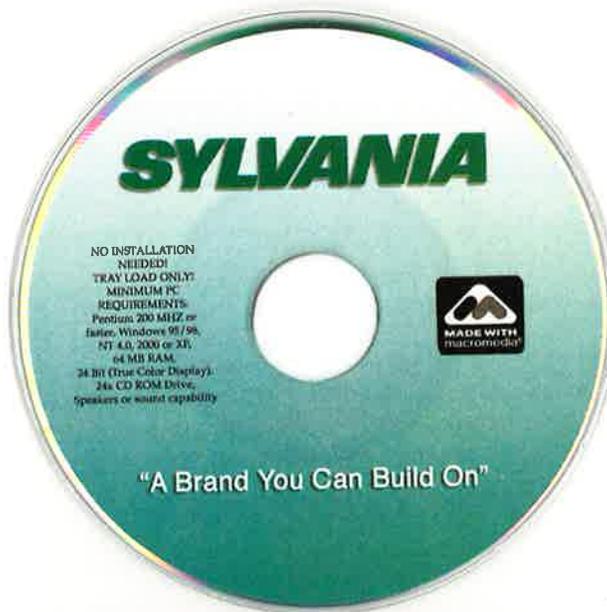
A brand you can build on.

What's in a brand name?

Did you ever consider what it takes to build a great global brand? For starters it takes great products or services, backed up by great companies and massive amounts of money for marketing. And it takes time, mostly a lot of time, to create the kind of consumer trust that results in an enduring brand.

As you travel the ever-shrinking world today, one of the things that tends to bind us all together are familiar brand names and services that are common in most countries. There's a certain comfort level in knowing that the quality and value we know at home is duplicated everywhere we go.

Many of the brand names seem as if they have been around forever – brands like Goodyear, Coca Cola, Firestone, Shell, Ford, Philips, Nestle and others, brands like Nokia, Apple, Microsoft, Google, Nike, Honda and more are relative newcomers, a testimony to the computer age, changing life styles and emerging industrial markets.



We're broadening our horizons.



SLI Sylvania is now a lighting powerhouse, one of the top four lamp companies in the world, with plants throughout Europe, Asia, North Africa and Central and South America. It is one of the few lighting companies that produces both lamps and light fixtures.

Until now, SLI Sylvania has concentrated exclusively on promoting its Sylvania lamps and fixtures along with other brands it markets in targeted areas. In North America, Mexico and Puerto Rico, the Sylvania name also appears on a wide range of consumer electronics and other household products – items that range from fans to DVD players and TV monitors.

With our new SLI Sylvania Brand Licensing Program, we're opening up the rest of the world, including Europe, China, Southeast Asia, South and Central America and Africa and others – areas with huge populations and substantial growth potential.

The upside is unlimited – items like cordless telephones, consumer entertainment systems, portable CD and DVD players, computer monitors, TV sets, surveillance systems, shredders, microwaves and more.

The new SLI Sylvania Brand Licensing Program allows manufacturers and retailers to easily market products with instant credibility, items with an enduring brand name that for decades has meant real quality and value.

Why invest a fortune in building a new brand name when you can choose ours.

Sylvania – a brand you can build on.

For further information on the SLI Sylvania Brand Licensing Program, contact:

Chris Barton
SLI Holdings International LLC
chris.barton@sliinc.com
AmPrime Parc 17, 2.Stock
65479 Raunheim, Frankfurt
Germany
Phone: 1.617.320.2069

A heritage dating back 100 years.

One brand that has been a staple for many decades is Sylvania. It shares the attributes of enduring brands that have demonstrated the kind of longevity that results from a consistent performance in the marketplace. During its long lifetime, Sylvania has been many things, including a major force in electronics and consumer products. Today it is one of the world's most important names in lighting and light fixtures. Wherever they are sold, Sylvania brand lighting products continue to stand for quality and value.



Tap into this reservoir of brand equity.

If you're a manufacturer of consumer products or a major retailer seeking a unique and exclusive brand identity for your house brand products, you can take advantage of the enormous reservoir of brand equity for your new and existing products. SLI Sylvania, which owns the Sylvania brand throughout much of the world, is embarking on a major licensing program which will allow manufacturers and retailers to use this world-famous icon for their products. That means you don't have to spend a fortune establishing a new name in the marketplace. The Sylvania brand is available for the asking.

SLI SYLVANIA



AmPrime Parc 17, 2.Stock
65479 Raunheim, Frankfurt
Germany

Phone: 1.917.417.6900