



PRESS RELEASE

FOR IMMEDIATE RELEASE

NORMAN JOINS PROMARK INTERNATIONAL, INC.

OCTOBER 20, 2006, Bartlett, IL

Promark International, Inc. acquired Norman, the highly respected professional photographic lighting manufacturer, on October 20, 2006. Norman, formerly a division of Photo Control will be moving to Promark headquarters in Bartlett, IL in the spring of 2007. The move to Bartlett will bring Norman together with Promark sister companies Photogenic Professional Lighting, Smith-Victor Corp., Cool-Lux and Logan Electric.

According to Promark President Ken Orlando, "Norman is a perfect fit with the existing Promark brands. The Norman D12/D24 power supplies and light units are designed for commercial lighting, and provide added depth to the existing Promark lines. The P808 system offers additional lighting choices to high volume school and event photographers. The ML series monolights, and battery portable systems are perfect complements to the existing Photogenic and Smith-Victor electronic flash products."