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PRESS RELEASE

Solamatrix Introduces New Charcoal Series Automotive Window Film

St. Petersburg, FL, July 5, 2010: Solamatrix, Inc. introduces their new Charcoal Automotive Window Film Series. Charcoal is the latest addition to the popular Sun-Gard Automotive Window Film line. It is a 1.5 mil premium-grade film that is offered in both high-performance and non-reflective options.

HP Charcoal offers superior heat rejection and is available in 5 shades - 4, 15, 22, 32, and 38% VLT (visible light transmission.) NR Charcoal will not cause any signal disruption to GPS or keyless entry systems and is available in 5, 20, 35, 55, and 70% VLT shades. Both Charcoal lines offer excellent conformity for faster installations and are backed by a lifetime manufacturer's warranty.

"We believe Charcoal is the perfect window film series on the market to meet any consumer need. It has a very attractive color that will match most factory tint. With both high-performance and non-reflective options plus such a wide VLT range, a dealer can truly satisfy any customer need," says Bill Stewart, Solamatrix North American sales and operations manager.

To assist dealers with marketing Charcoal, Sun-Gard offers a line of marketing support materials that includes sample books, point-of-purchase displays, product information cards and flyers.

Charcoal is now offered through the Solamatrix global distribution network. For more information or to purchase the film in the US, call 888-887-2022; internationally, call 727-327-2544. To find an authorized Charcoal distributor, visit our website at www.solamatrix.com.

Solamatrix, Inc. 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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