

PRESS RELEASE

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iBEAM[®] OPTICAL TIMEPIECE CATERS TO THE 'WATCH GENERATION'
Watch with reading aide feature popular with 50+ crowd

CARMEL-BY-THE-SEA, Calif. – October 26, 2006 – A recent segment on NBC's Today show declared that wristwatches in the cell phone era are becoming obsolete. But don't stop the clock on watches just yet. Many media stories in the last five years have heralded the decline of watch wearing among today's youth, and yet for the 50+ generation—including the 78 million baby boomers now reaching retirement—watches remain a permanent attachment.

True, trends show that watch wearers of all ages are seeking watches that do more than just tell time. Now iBEAM Technologies, Inc. has stepped forward with an elegant wristwatch that doubles as a subtle reading aide, perfect for those members of the 'watch generation' who find they need to squint and hold text at arm's length in order to see it clearly.

The iBEAM[®] effectively eliminates the need to fumble for reading glasses to make out a menu, read a theater program, or study a map. With the touch of a button, a light beam turns on and an outer lens flips up to become a magnifying glass. The light and lens can be used alone or together for easy, hands-free reading in low-light situations. For a demonstration of how the watch works, visit www.ibeamtime.com.

Chris McKay, a baby boomer and an award-winning inventor from Carmel-by-the-Sea, California, created the watch when small print became difficult to read, and he found himself constantly borrowing his wife's reading glasses. Years of research and four U.S. patents later, the iBEAM watch was ready to hit the market.

"This watch helps people read small print anytime, anywhere," says McKay. "If you're a baby boomer or older, you're never without your watch."

iBEAM watches are sold through Brookstone stores and a variety of popular catalogs. Sales of the water- and scratch-resistant watches are brisk. They come in a range of styles for men and women, and are available in stainless steel, with genuine leather straps. Most models retail for under \$100 and include a date function.

For more information on iBEAM watches and where to purchase them, visit www.ibeamtime.com or call Pam Walters, VP Marketing, at 831-620-0417.

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