



BUSINESS SUMMARY

Brite-Strike® Tactical Illumination Products, Inc. (OTC: BSTI) is a leader in the design of advanced, high-intensity tactical LED (light-emitting diode) flashlights and personal protection products. Founded by two police officers, Brite-Strike® develops and markets sophisticated tactical flashlights for police officers, the military and private citizens.

Through a technology agreement with Phillips Lumileds in Malaysia, Brite-Strike® tactical lights are manufactured with patented LUXEON® LEDs, and contain the latest EMP chip technology. Brite-Strike's Tactical Blue-Dot™ Series is used by various government agencies, the military, SWAT teams and other law enforcement officials. The Lightning Strike™ Personal Protection System is designed for civilians and provides a small but intense tactical flashlight with high, low and strobe settings, along with an ear-piercing alarm, to thwart attackers.

Brite-Strike® currently sells its products through the Internet, international trade shows, catalogs and major retailers both on- and off-line. The Company also sells to specialty law enforcement distributors and dealers. To-date, Brite-Strike® has secured distribution agreements with BJs Wholesale Club, Frontgate, Herrington's, Amazon.com, Lowes.com and many others are in the pipeline. The Company plans to open a sales office in London, and recently received its first European order, to create a worldwide presence.

MILITARY & LAW ENFORCEMENT PRODUCTS

According to the most recent survey by the U.S. Department of Justice, more than 800,000 full-time law enforcement officers are employed nationwide. In addition to a handgun, these officers usually carry any number of non-lethal options such as a heavy duty flashlight, baton, pepper spray and TASER. Brite-Strike's Tactical Blue Dot Series incorporates all the features that a patrol officer needs to augment this array. The small but brilliant white light can momentarily blind and disorient a subject. This low level but effective use of force can keep an officer safe.

Based on Phillip's LUXEON technology, the Tactical Blue Dot Series generates 10 to 15 times more lumens (a measurement of light) compared to the standard household flashlight. The beam of light is designed to momentarily blind and disorient a subject. The light can also be dropped to a low setting and used as flashlight

STOCK INFORMATION

Business:	Tactical Flashlights
OTC Symbol:	BSTI
Recent Price:	\$0.45
Shares Outstanding:	68 Million
Estimated Public Float:	21.5 Million
Market Cap:	\$30.6 Million
Fiscal Year End:	December 31

to provide a flood effect and is perfect for traffic stops at night. In addition, the light is equipped with a defensive strike crown on the front and rear for maximum impact when used for weapon retention techniques. The pocket clip is specifically designed for line officers and is reversed from other tactical lights. The clip features a greater clearance for lighting fast draws from police uniforms.

The Company also sells Brite-Strike Tactical Balls® RID(3), which are 1.38 inch, high-impact plastic balls that provide rolling illumination from two white LEDs. Sold in packs of three for \$40.00, these economical, reusable and easy-to-use distraction devices are designed to face with the light side up when tossed into a room. Compared to flash-bangs or smoke grenades, Brite-Strike's Tactical Balls® carry virtually zero liability and are safe for the environment.

The Company's affordable product suites are ideal for tightening government, municipal and local law enforcement budgets. All branches of the United States Armed Forces, the FBI, DEA, and other government agencies around the world are users of the Company's product line. Interest is growing in Europe and Japan, where firearms are less pervasive compared to non-lethal weapons, which are in widespread use. Brite-Strike® received its first bulk European order last month while attending the Bel-Luxx trade show in Germany. The Company also plans to open an office in London later this year to meet increasing global demand from police forces in Sweden, Germany and the Bel-Luxx countries. Other potential buyers include law enforcement agencies in Japan, Malaysia and Singapore.

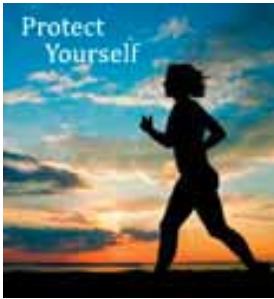
CONSUMER-CENTRIC PRODUCTS

Approximately 13 million people (5% of the U.S. population) are victims of crime every year, 1.5 million of whom are faced with a violent crime. Outside of rising domestic crime rates, terrorism in a post 9-11 world compounds the need for personal security measures. Consider the following statistics:

- Nationwide, 900,000 Women were attacked at night in 2007.

- Nationwide, an estimated 417,122 Robbery Offenses were reported in 2005.
- An estimated 93,934 Forcible Rapes were reported to law enforcement in 2005, which is an estimated 62.5 offenses per 100,000 female inhabitants.

Brite-Strike's Protector Series and Lightning Strike™ Personal Protection System are marketed to women, students and private citizens who are seeking greater peace of mind while going about their daily lives.



Brite-Strike's Lightning Strike™ is legal in all 50 states and does not require a permit or expensive licensing fees to carry. Priced competitively for the mass market, this system includes a small, high-intensity flashing 'strobe' with a

key chain sized alarm that delivers a throbbing sound that momentarily distracts and disorients an attacker.

Designed to be small enough to be clipped to a woman's handbag or student backpack, the Lightning offers an easy-to-deploy self defense weapon for anyone in a high-risk situation. This system also Tactical Touch™



(patent pending), a cut-away end switch that was especially designed for long fingernails to access the on/off switch.

Consumer products are complemented by the Brite-Strike Academy (SM), a course designed for local police departments to teach Citizens Tactical Awareness and Self-Defense (SM), including how to use the blinding white light as a tool against an attacker or intruder. This unique product offering is marketed together as the "Flash, Bash & Dash (SM)™" system and is sold in an attractive gift box that is appealing to consumers and retailers alike.

Brite-Strike® also markets a line of commercial, OEM and private label flashlights under the tagline "From Cops to Contractors™."

COMMUNITY OUTREACH

Brite-Strike® provided the seed money to establish a non-profit corporation called Stop Assaults on Women (AOW) (www.stopaow.org) that is designed to raise awareness and prevention of violence towards women. STOP AOW is aimed at taking a grassroots approach to preventing assaults on women and making communities safer across the country.



STOP AOW offers tips on how to recognize potential problems and how to avoid them, as well as provides information to partner sites that offer personal safety and protection products for women. The group is currently looking for strategic partnerships that fit the organization's mission.

CORPORATE HIGHLIGHTS

Large, Global Market – The global market for Brite-Strike® is valued at \$2 Billion.

Technology Partnership – Through a partnership with global LED manufacturer Phillips, Brite-Strike's products are built on patented LUXEON® technology, providing superior performance, longevity, durability and quality of light.

Diversified Customer Base – Competitors like Sure-Fire, Streamlight, and Insight primarily sell to the police and the military. Brite-Strike® serves these markets, and more, including consumer self-defense products.

Revenue Upside – Total sales (new products were introduced in November 2007) were \$226,000 and net income was \$60,400 in 2007. As new products gain market traction, Brite-Strike® anticipates exponential sales and earnings growth over the next 24 months.

Major Retail Channels – BJ's Wholesale Clubs (in store), Amazon.com, and Lowes.com are among Brite-Strike's retail agreements and pave the way to attract other nationwide superstores, like Costco and Target.

Military Customers - All four branches of the United States Armed Forces, the FBI, DEA, and other government agencies around the world use Brite-Strike® products.

Environmentally-Sound – Rather than use environmentally harmful chemical gases as a distraction, Brite-Strike's flashlights and tactical balls are reusable, leave no carbon footprint, and are energy efficient.

Global Expansion – Brite-Strike® recently received its first European order from a Belgium police force, and is setting up a London, England office to meet rising global demand for non-lethal weapons.

Experienced Leadership – BSTI was founded by two veteran police officers: Jon Neal, a SWAT Team sniper and Glenn Bushee, the innovator behind 10 patented technologies and more than 10 trademarks.

KEY DISTRIBUTION CHANNELS

Up until recently, Brite-Strike's products were sold via word-of-mouth, the Company's website www.brite-strike.com and several high-end catalogs, including Frontgate and Herrington's. The Company continues to secure orders through these channels and its attendance at international police and law enforcement trade shows held throughout the US and Europe.

With its attractive price points, community involvement and niche focus for at-risk groups such as women, Brite-Strike's line of consumer-centric personal protection products are quickly gaining a retail presence among nationally recognized "superstores." In 2008, Brite-Strike® entered into a number of agreements to expand its distribution channels, including:

Brite-Strike® recently announced it has shipped 3,600 of their Lightning Strike personal protection systems to BJ's Wholesale club in August. Discussions are under way for a follow up order of 10,000 Lightning Strike systems for later this year.



Brite-Strike® recently entered into an agreement with Lowes Home Improvement (NYSE: LOW) to sell Brite-Strike's new Lightning Strike(TM) product online at www.lowes.com. With sales of \$48.3 Billion in 2007, Lowes is a FORTUNE® 50 company that serves approximately 14 million customers a week at more than 1,550 home improvement stores in the United States and Canada. Brite-Strike® believes this online deal provides an important step toward gaining shelf space inside of Lowes' stores in the future.



Lowes and BJ's agreements bring a combined exposure to millions of potential consumers. In addition, these agreements provide significant inroads to attract other major North American retailers for product distribution agreements. Brite-Strike is targeting to add new channels such as Costco Wholesale, Dick's and Target over the next 24 months. In August 2008, Brite-Strike launched a direct sales campaign using high-end infomercials that demonstrate the value of its products to consumers and build product awareness among existing distribution outlets.

A BRIGHT FUTURE

The popularity and marketing attractiveness of high-powered LED flashlights, combined with their self-defense functionality, has created a substantial market opportunity for the Company across law enforcement, military and consumer sectors. Brite-Strike's initial commercial launch in November of 2007 indicated a high degree of demand for its tactical illumination products. The Company generated \$260,000 in revenues last year and is targeting \$1.5 million to \$3 million in 2008. An infomercial launched this month is designed to continue to build consumer sales momentum and garner retail interest in carrying the product.

Having gone public on August 5, 2008, Brite-Strike® is at the beginning stages of what is likely to be a very bright and profitable future for its shareholders.

EXPERIENCED LEADERSHIP

Glenn Bushee, Co-Founder, President & CEO, is also a 23-year veteran police officer in, MA. For more than 25 years, Bushee built an impressive track record in sales and marketing. His experience includes Coleman and Sunbeam, and Shop-Vac Corp. camping equipment. To date, he has secured 10 patents on various technologies. Bushee has a BS from the University of Massachusetts, Amherst.

Lawrence Fraser, VP of Marketing & Business Development, contributes 35 years of sales and marketing experience for large companies such as Newell Corp., Sunbeam, Mr. Coffee, Sherman & Williams, as well as a very successful start-up. Frazer attended Boston College and has a degree in Economics from Salem State College.

Guy Tessens, Chief Technology Officer of Brite-Strike Malaysia, oversees production of Brite-Strike products using low-cost, high-quality overseas manufacturers. Tessens previously ran an over \$1 billion sales unit for Philips Asia/Pacific. He is spearheading Brite-Strike's R&D efforts and product expansion into new markets. He holds five engineering degrees.

John "Jack" Lennon, VP of Finance, is concurrently president of Chamberlain Capital Partners, a private equity firm based in Barnstable, MA. Lennon has an MA in Finance from Boston University, and a BS in Mechanical Engineering from the University of Massachusetts.

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