

**Press Release  
For Immediate Release**

Contact:  
Patricia Caminiti  
Mar-Com Plus  
805-492-5870  
[marcomplus@adelphia.net](mailto:marcomplus@adelphia.net)

[Istearn@sunbritev.com](mailto:Istearn@sunbritev.com)  
SunBriteTV  
805.222.2288

Photos can be found on the  
Press Page at [www.sunbritev.com](http://www.sunbritev.com)

**SunBriteTV Announces  
New Price Reduction  
On Model 2310HD  
All-Weather Outdoor Televisions**

MOORPARK, CA, November 1, 2007—It was announced today that SunBriteTV has reduced the MSRP on Model 2310 HD all-weather outdoor TV from \$2295 to \$1995. Model 2310HD will be exhibited as part of SunBriteTV's product line-up at the EHX FALL Show, November 6-9, 2007, in Long Beach, California.

Model 2310HD is a 23-inch all-weather outdoor LCD, HD-compatible television that is designed for permanent outdoor residential and commercial installation. The corrosion-resistant, powder-coated aluminum exterior protects the internal TV components from rain, dirt, insects and other outdoor elements.

Model 2310HD is designed with a dual-fan airflow system that keeps the TV cool in temperatures up to 122° degrees F. When the TV's internal temperature dips to 32° F, the internal heater activates automatically.

SunBriteTV's innovative watertight cable entry system and cable pass-through design ensures quick and easy hook-up to the wide selection of video inputs, including HDMI, component, VGA, S-video, composite and RF. The user-friendly operating controls are also sealed against rain and moisture.

-more-

The 23" LCD screen is HD-compatible and displays a super-bright 1366 x 768 pixel image with 700:1 contrast ratio. The screen is protected by an anti-reflective, impact- and scratch-resistant window built into the enclosure.

SunBriteTV offers a complete array of wall mounts, ceiling mounts and deck/planter pole mounts for an unlimited range of viewing options.

The standard accessories that ship with Model 2310HD are a removable table stand, a water-resistant remote control with long-life lithium batteries, and a one-year, in-factory, parts and labor warranty.

In addition to Model 2310HD, SunBriteTV also offers the 32-inch Model 3210HD, and the 46" Model 4600HD. Both TV's are HD-compatible and sport the equivalent environmental feature-set as Model 2310HD.

All three models are now available through SunBriteTV's network of qualified dealers. Model 4600HD has an MSRP of \$4995, Model 3210HD has an MSRP of \$3695, and Model 2310HD has an MSRP of \$1995.

To find out more information about SunBriteTV's complete line of products, visit [www.sunbritev.com](http://www.sunbritev.com). To inquire about becoming an Authorized Dealer, contact SunBriteTV at 888.357.8688, or visit the Reseller Inquiry page on the website.

###