

BOSSCO INTERNATIONAL

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Bossco International Gets Foot in Door With Pep Boys Nationwide Retail Chain

San Diego, CA (October 20, 2009) Bossco International, an industry leader in all-in-one portable illuminators, will find one of their innovative products placed in over 560 Pep Boys stores in November.

The Luma Lite, a brand of Bossco's HI:BEAM line of products, is an intensely bright light with a built-in magnetic base. It allows you to work hands free with direct light on any project near or far. The Luma Lite can rotate 360 degrees, tilt up to 45 degrees and is water and shock resistant. Four LED lights last up to 100,000 hours.

As a November promo, Pep Boys will be offering the Bossco Luma Lite Display. This good-to-go as is product consists of twelve Luma Lites and a metal display. Its ease of application is geared towards retailers and distribution outlets such as mom and pop hardware stores as well as major retailers. The display can be wall mounted or used as an end cap.

"We are extremely proud of the success of the Luma Lite," Clifford Wright, CEO and inventor of the complete HI:BEAM line, said. "To be able to combine them with an attractive and versatile display is very exciting. This will allow retailers to reap the rewards of a unique and very serviceable product."

Wright has persistence and a hard work ethic in common with the four Navy buddies who pooled together \$800 to open a single auto parts supply store in Philadelphia in 1921, the venture that would become the multi-billion dollar nationwide retail and service chain known as Pep Boys today.

With over six-dozen patents, Wright has been recognized for his extensive list of medical inventions and has received recognition for other designs ranging from the automotive to outdoor sports industries.

Along with other Bossco International products, the Luma Lite Display will be featured at the 2009 SEMA show, booth # 12818. Call 858-391-9219 or visit www.bosscointernational.com