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NEWS RELEASE

Laird Technologies Launches New QR Code Concept for Wireless Business Solutions

ST. LOUIS, Mo., July 17, 2014— Laird Technologies is a global technology industry-leader providing innovative solutions for today's smart world. There is good reason Laird is considered the frontrunner in the industry. The latest is the launch of a two-dimensional barcode label, also known as a QR Code, for indoor wireless antenna systems.

Why is this exciting news?

Laird Technologies is the first to break ground in taking concept to fruition by finding a way to implement the use of a two-dimensional (2D) barcode label to retrieve performance data from wireless antenna systems. Thanks to Laird's innovativeness, gone are the days of wasting valuable time sorting through piles of documents or running data queries.

Now, all it takes is any brand of Smartphone to scan the QR Code to retrieve information in an instant and in real time. Time consuming data performance retrieval made easy. If you don't believe that is exciting, just ask any installer, systems manager or IT professional who works with an Indoor Distributed Antenna System (iDAS) or In-Building Wireless (IBW) system.

How does it work?

Wireless communications (voice and data) are an essential function for any business. To capture and transmit information from within a building structure it often requires the use of a wireless indoor antenna system. Installers, systems managers and IT professionals need to obtain antenna performance data.

Laird's unique 2D barcode label is placed on the back of each iDAS or IBW for ease of access to retrieve data. All that is required on the user-end is to have a barcode reader application installed on their Smartphone, which is a quick, easy download available for free. For more details, enjoy this brief and informative video at <http://www.lairdtech.com/Support-Center/Technical-Library/Videos/2D-Barcodes/>

With over 9,000 employees including operations in the Americas, Asia and Europe, Laird Technologies is dedicated to serving its customers around the globe. The company designs, manufactures and supplies a diverse range of electronic products, applications and solutions to meet the needs of many industries. From electromagnetic interference shielding, thermal management products, mechanical actuation systems and signal integrity components to wireless antenna solutions, as well as, radio frequency modules and systems— Laird delivers reliability.

Sidebar: Barcode usually refers to a single dimensional barcode while Quick Response (QR) code is a type of a two-dimensional (2D) barcode. Barcodes can store only alphanumeric data, whereas two-dimensional QR codes can store alphanumeric characters, other language symbols, pictures, voice, and other binary information. A barcode depends on database while a two-dimensional QR code is independent of the database requirements.



Rung Boutique



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Press Release

Ladies Grab Your Stilettos... Ready, Set, Hut!

Come meet NFL player turned author— Reggie Jones and get your signed copy of *Stilettos on Gridiron*

ST. LOUIS, Mo., Oct. 31, 2013 — Come meet author Reginald “Reggie” Jones and receive a signed copy of *Stilettos on Gridiron*. The former NFL player, turned author and motivational speaker, will be appearing at Rung boutique for a book-signing event on Saturday, November 2, from 11:00AM to 1:00PM. Rung is located at 9739 Manchester Road in St. Louis, Mo., 63119.

Jones has managed to make a touchdown with female readers in his latest book titled *Stilettos on Gridiron—Women Getting a Feel for the Game*. This unique, informative book serves as a woman’s guide to understanding the game of football, relationships and life—it’s about motivation, dedication and teamwork.

“Football teams and relationship teams are comparable in that they both take time to build trust and unity. Joint effort and synergy are the heartbeat of a team,” said Reginald Jones, former NFL player with the New Orleans Saints and Cleveland Browns.

This exciting author event at Rung offers the opportunity of a personal meet and greet with Jones including a photo-op, book signing and book purchase. It makes a great gift for yourself or someone else. The fun doesn’t have to stop with a touchdown! Enjoy browsing and shopping at the boutique. Take advantage of the great sale running on coats and sweaters. Just in time for the football season.

Rung is a place where Fashion, Affordability and Community unite. The modern décor, spacious floor plan and quality apparel offers the feel of a high-end boutique, but with affordable resale prices and the bonus of a philanthropic twist.

When you shop at Rung it is the gift that keeps on giving! A generous portion of net proceeds from sales and monetary gifts are donated to local organizations that are making a positive difference in the lives of women, children and families in the St. Louis area. For more information visit the website at shoprung.org.

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PRESS RELEASE

Leader in LED Technology Lights the Path to Safety for Halloween

EARTH CITY, Mo., Oct. 14, 2013 —Super Bright LEDs cutting edge technology adds an element of fun and safety to Halloween trick-or-treating. We offer a full range of led lighting products that can be used to brighten the festivities and provide for a safe night out of trick-or-treating.

From dressing up in costumes, to decking out the yard with Halloween décor, kids and adults enjoy the excitement of celebrating Halloween. Of course, “safety” is the number one priority of any parent. And, safety is the priority of Super Bright LEDs, as well.

"Although we have a great deal of fun working at Super Bright LEDs, we take our jobs seriously," said Steve Miller, director of marketing and sales. "It is our mission to offer consumers safe, quality products at affordable prices. Our easy to use online shopping experience also offers customers a convenient way to make purchases."

Super Bright LEDs “non-flammable” Submersible Color Changing RGB LED floral light is the perfect solution to place inside paper lanterns to brighten dark walkways, light up pumpkins or add to costumes. These color changing LEDs have a long battery life and can be easily turned on or off with a simple twist of the base.



Our Mr Beams™ UltraBright LED Lantern provides for a safe night out of trick-or-treating. The light weight and easy to carry handle combined with 260 lumens of bright white LED light (30hr runtime) unites safety with fun. No need to worry about your cell phone battery running low while you are enjoying the night out either. The innovative feature of the USB port charger on the lantern will give you peace of mind.

When the piles of candy are gone and the Halloween celebration has come to an end there's no need to worry about storing items away for next year. These LED products can be used all year long.

The Submersible Color Changing RGB LED can be placed in vases with water to add beauty to a floral arrangement and more. The lantern can be used during power outages and on camping trips. Your imagination is the only limit to their use.

View our full product line of Super Bright LEDs at superbrightleds.com

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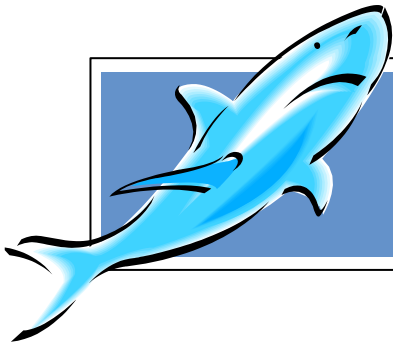
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Zoo Events: <http://www.stlzoo.org/events/>

NEWS RELEASE



Jammin' at the Zoo

Come Shake Your Tail With Us...

ST. LOUIS, Mo.— August 1, 2011— **Jammin' at the Zoo** Wednesday, August 24, 2011 from 6-10 p.m. The Young Zoo Friends (YZF) invite you to come get your wild on at this rain or shine outdoor extravaganza. Swing, hang and roar to the lively sounds of *All 4 Nothin'*, *CoCo Soul*, *Fat Pocket* and *3 Handsome Guys*.

The 21-and-up celebration offers three music stages along with a variety of wine, beer and food for purchase. The event also features wine tasting with the purchase of a Tasting Package: \$10 for Zoo members and \$20 for non-members.

Be sure to surf your way over to the *Stingrays at Caribbean Cove* and meet the real stars of Jammin' at the Zoo in 2011—those magnificent sharks. Open from 6 to 8 p.m. Visitors are allowed to dip their hands in the waters, play along and make some new friends. The interactive display includes some of nature's most fascinating saltwater dwellers including the bonnethead and nurse sharks. It is also home to the entertaining cownose and southern stingrays along with its bottom dwelling neighbor the horseshoe crab.

"We invite everyone to come out, shake their tail and have fun hanging out with the some Zoo friends," said Alecia Smith, event planner for the St. Louis Zoo.

General admission to the event is free for Zoo members and \$10 for non-members. Members should enter through the North entrance (The Living World); non-members through the South entrance. For a party of 25 or more guests, private event areas and group ticket sales are available.

Jammin' at the Zoo is sponsored by Macy's. Media support provided by the Riverfront Times, Fox 2 and KPLR 11 television, Y98 FM radio and metromix.com.

Named America's #1 Zoo by Zagat Survey and Parenting Magazine, the Saint Louis Zoo is widely recognized for its innovative approaches to animal management, wildlife conservation, research and education. One of the few free zoos in the nation, it attracts about 3,000,000 visitors a year.



PRESS RELEASE

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Nurses for Newborns Benefit from Sprung Opening

ST. LOUIS, Mo.– February 20, 2013–The St. Louis based [Rung Boutique](#) is very excited to share the “birth announcement” of *Sprung*! This is no ordinary opening of a retail store. Sprung is a new, innovative resale boutique for moms and children that will directly benefit [Nurses for Newborns](#) in Missouri.

“I am so excited to open the newest love of my life—Sprung,” said Ali Kindle, founder and president of Sprung and Rung boutiques.

Native St. Louisan, Ali Kindle, opened Sprung in February of 2013 as the beloved “offspring” of Rung. [Sprung](#) is a non-profit, resale boutique that offers fashionable maternity attire, children’s clothing and accessories at affordable prices in a fun and upbeat shopping atmosphere. There is even a stage and play area for kids to enjoy while moms shop. Sprung’s mission is all about families-helping-families. A significant portion of proceeds from sales go to support the local organization [Nurses for Newborns](#).

Nurses for Newborns provides a safety net for at risk families by helping prevent infant mortality, child abuse and neglect through home-based programs that provide education, healthcare and positive parenting skills. These programs serve teen moms, moms who are mentally or physically challenged, infants that are ill and general families in need.

“Sprung is an amazing new resource for families with babies and children,” said Claire Devoto, development director with [Nurses for Newborns](#).

“All of us at Nurses for Newborns are honored and blessed to have the support of this wonderful endeavor. We wish everyone at [Sprung](#) and [Rung](#) the very best and we are extremely thankful for the opportunity to work together,” said Devoto.

What is Rung? [Rung](#) is a non-profit, resale boutique for women founded by Ali Kindle in 2010. Rung’s mission is to bolster the confidence of women in the business world by offering professional attire at affordable prices in a beautiful, boutique atmosphere.

As part of their women-helping-women credo, a significant amount of Rung’s proceeds from sales are donated to support the work of the [Women’s Foundation of Greater St. Louis](#). Rung also offers career-related workshops and showcases the wares of local female artisans along with hosting other community events throughout the year.

From your closet to our community, donations and purchases are making a difference for women, children and families in the St. Louis area ...

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