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## PRESS RELEASE

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### TOCAD AMERICA APPOINTED EXCLUSIVE US DISTRIBUTOR OF COLBOR® PRODUCTS TO THE PHOTOGRAPHIC MARKET

**Rockaway, New Jersey** – Guangzhou Zhiying Technology Co., Ltd. has appointed ToCAD America Inc. as its exclusive distributor of Colbor® lighting products in the United States, effective May 12<sup>th</sup> 2023. Colbor offers a wide range of superior lighting equipment well suited for users on every level to improve the quality of their photos and videos.

“ToCAD America is extremely excited with the opportunity to work with Colbor, and in assuming the responsibility as their exclusive distributor to the photographic channel in the United States. We have a long history in distribution and marketing in the US, and we look forward to expanding Colbor’s sales with our dealers”, said Richard Darrow, President of ToCAD America.

“At Colbor, we are extremely pleased with this new partnership and look forward to improving the distribution of our product line of portable lighting products to the photographic channel in the USA”, said Alex Cao, owner and CEO for Guangzhou Zhiying Technology Co., Ltd. “ToCAD has a superior grasp of the photo channel, and with their many years of experience in the marketplace we are confident that they are up to the challenges and opportunities and will provide the results that we are looking for.”

“We looked at all our options and found that ToCAD America provided Colbor with distribution channels, insight and a solid focus on future distribution which made them our leading choice to take on this monumental responsibility to our customers. We look forward to this partnership with ToCAD by providing them the best available consumer and professional-level lighting products, while also receiving their leadership in taking Colbor lights and accessories to the next level in distribution throughout the United States”, stated Charlie Shao, co-founder and Sales Director of Guangzhou Zhiying Technology Co., Ltd.

Colbor offers a wide range of portable and studio lighting products and accessories from on-camera Pocket Light PL Series Pocket Lights to larger and more professional CL Series COB Lights. The COLBOR pocket lights are a collection of go-anywhere, do-anything pocket-size lights. They are built as companions for content creators such as filmmakers and videographers who are looking for things of beauty and presenting things of fascination each day and are intended to be excellent solutions for users on every level to improve their photo and video quality.

For additional information, please contact:

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ToCAD America Inc., a subsidiary of Japan’s ToCAD Energy Co. Ltd., has been distributing some of the photographic industry's most innovative and exciting products from widely recognized and highly regarded Sunpak, eneloop, Panasonic, BOYA and Hakuba brands.

For more information on ToCAD America Inc. and the products that they distribute, please go to [www.tocad.com](http://www.tocad.com). For additional information on Colbor, please go to [www.colborlight.com](http://www.colborlight.com)