

Science First® / STARLAB®

Date: October 4, 2010

“Announcing biggest sale in company history to the Department of Defense”

Nancy E. Bell, President of Science First®, a designer, manufacturer and marketer of science education equipment, portable planetariums and environmental sampling equipment located in Yulee, Florida, is delighted to announce that her company has received an order for 50 Digital Starlab systems (valued at over \$2 million dollars) from the Department of Defense.

This is the largest order the company has received in its 50-year history. Its second-largest order, also to the Department of Defense, occurred in March 2009 with the sale of 15 Analog Starlab systems.

The Science First® Digital Starlab is a portable planetarium used by schools and school districts to teach astronomy, earth science and many other scientific concepts to children aged 7 up. These systems will be used by the Department of Defense to teach science to the children of military personnel stationed overseas. Individual systems will be shipped to Germany, Korea, Netherlands, Belgium, Guam and Japan, as well as within the United States.

Founded in 1960 by the late **Franklin B. Lee**, the current president’s father, the company sells to dealers, teachers and researchers throughout the USA and internationally. The world-famous Starlab was developed by **Phil Sadler**, a professor at Harvard University, who sold his product line to Science First® in 2008.

This record sale was facilitated by the efforts of **Donna Collier**, Starlab specialist, and will involve the company’s entire 22-person staff. The company plans to ship its first installment in early December 2010. Because it has a monthly profit sharing plan, the company expects this record sale will directly benefit every member of its team.

Science First® is proud that products manufactured in Nassau County, Florida will be contributing to the education of the children of our hard-working military personnel around the globe.

Aaron C. Bell, Nancy’s son, serves as Vice President and Chief Financial Officer. Son **Nathaniel S. Bell** is Marketing Director. Ownership of the family firm is also shared with Nancy’s two daughters, **Colleen E. Bell** (MD) and **Jocelyn R. Bell**, not currently active in the business.

For further information, please contact Nancy Bell at info@sciencefirst.com.

Very truly yours,

Nancy E. Bell, President