

For Immediate Release

Contact: Alicia Quinn
(512) 394-1275
agsankar@austin.rr.com

Cortexa And SmartLabs Deliver High Quality Home Automation Products at Affordable Price

Cortexa Products Now Available to Consumers on Smarthome.com

EHX, ORLANDO, FL – March 28, 2006 – Cortexa Technology Inc., today announced that the company is partnering with SmartLabs in their mutual desire to bring high quality home automation products to consumers at an affordable price. As part of the agreement, Cortexa’s home automation products are now available on Smarthome.com.

Following three years of research and development, Cortexa Technology launched the most affordable fully functional home automation system on the market in November 2005. The company is founded on the principles that technology can be easy-to-use and reliable while being affordable for the consumer. Now, Cortexa has selected SmartLab Inc.’s Smarthome.com website as its distribution partner in an effort to reach more homeowners with high quality, affordable solutions.

“SmartLabs and Cortexa share the same vision – develop and deliver quality home automation products at a price point that homeowners can afford,” said Joe Dada, founder and CEO of SmartLabs, Inc. of Irvine, Calif. “There is a real change afoot in the market as consumers begin to realize that home automation and control adds value to the home, makes life more convenient and efficient and is not beyond their budget.”

This distribution agreement is a natural progression of the relationship between the companies. Recently, Cortexa announced both compatibility with SmartLab’s INSTEON-enabled lighting products and full support for the INSTEON protocol, a robust, redundant dual-mesh network that combines wireless radio frequency (RF) with the home's existing electrical wiring to provide low cost, yet highly reliable automation products for use within the home.

“Smarthome.com is the leading retailer of home automation products in the United States and an easy choice as a distribution partner for Cortexa’s products,” said Billy Martin, chief executive officer, Cortexa Technology. “SmartLab’s has nearly 15 years experience with the consumer in the home automation market enabling them to truly help drive cost effective quality products to market. As we champion this crusade to automate every home in America, we thrilled that our products are now available on www.smarthome.com.”

Furthermore, the Cortexa system fully integrates with many products available from Smarthome, including the INSTEON lighting control products, NuVo audio distribution, Global Cache, Rain8 Irrigation, video surveillance cameras, and HAI and ELK security systems, thus providing a one-stop shop home automation system for the end user.

Cortexa will be exhibiting with SmartLabs at Booth 1228 at the Electronic House Exposition in Orlando, Florida, March 28- April 1, 2006.

About SmartLabs Inc.

Founded in 1992, SmartLabs, Inc. is the world’s leading authority on electronic home improvement and automation. SmartLabs is organized into three divisions: Smarthome Direct, which includes Smarthome.com, “the Amazon of home automation” (*Newsweek*, 2004); SmartLabs Design, creators of best-in-class home control products; and SmartLabs Technology, the pioneering architects of INSTEON. SmartLabs’ INSTEON Alliance offers a focused community for developers to incorporate the INSTEON standard into their products. SmartLabs products are sold to an international customer base via the Web, phone and retail outlets, as well as to professional dealers and installers through SmarthomePro. The company’s online catalog can be found at www.smarthome.com; information regarding INSTEON can be found at www.insteon.net. SmartLabs is headquartered in Irvine, Calif.

About Cortexa Technology, Inc.

Based in Austin, Texas, Cortexa Technology Inc. is a privately held company that develops and markets home automation systems to bring increased functionality and efficiency to all homes with an emphasis on mid-market homes. The Cortexa product is engineered from the ground up and includes both the software and solid state hardware. The company’s founders are passionate about providing home automation for all and, during development of the product, focused on affordability, dependability and usability. To find out more about Cortexa Technology, visit www.cortexatechnology.com.

###