



**FOR IMMEDIATE RELEASE**

**IntelLEDgent Lighting Solutions Inc. Announces LED Lighting Contracts;  
Culture Medium Holdings Corp. Subsidiary to Retrofit Hyatt NYC Hotels**

LAS VEGAS, NEVADA--(Marketwire - April 14, 2011) - Culture Medium Holdings Corp. (OTCBB:CLTR) ("Culture Medium" or the "Company") announced today that its IntelLEDgent Lighting Solutions Inc. ("IntelLEDgent Lighting") subsidiary has secured a contract with Hyatt Hotels in New York City to retrofit several of their properties with the Company's low voltage LED bulbs. IntelLEDgent Lighting also has contracts to install its energy saving LED bulbs in several other buildings on the East Side of Midtown Manhattan, including corporate towers, education institutions, and government facilities.

"We are extremely excited to provide Hyatt Hotels with a high quality LED Lighting solution," said Antonio Grande, President of IntelLEDgent Lighting Solutions Inc. "We are now installing customized low voltage LED bulbs on a floor-by-floor basis for them. These LED retrofits are averaging about 250 bulbs per floor, and provide us with an exceptional opportunity to showcase our LED expertise and product line to Hyatt."

Culture Medium, through its subsidiary IntelLEDgent Lighting Solutions is at the forefront of the burgeoning green tech LED Lighting market. While LED lighting offers a significant opportunity to deliver eco-friendly energy saving solutions, it will be smaller, nimbler companies such as IntelLEDgent Lighting that lead the lighting transformation from high energy consuming, often toxic traditional lighting products to environmentally friendly, ultra efficient LED. IntelLEDgent Lighting Solutions is focused on delivering high quality LED products at low prices and becoming a product leader in the LED supply chain.

**About Culture Medium Holdings Corp.**

The business strategy at Culture Medium Holdings Corp. is to deliver sustainable organic growth through the careful selection of business units that create the protected space for the birth of sustainable commerce. A Culture Medium Company is a company which embraces the idea of social responsibility and focuses on sustainability and the greater good of society. From LED lighting and health and wellness products, Culture Medium Holdings Corp. aims to become a leader in the area of sustainable commerce. For further information, please contact the Culture Medium Holdings office at 702-589-5849 or visit [www.culturemedium.com](http://www.culturemedium.com).

*This news release may contain "forward-looking statements" within the meaning of applicable securities laws. Forward-looking statements address future events and conditions and therefore, involve inherent risks and uncertainties. Actual results may differ materially from those currently anticipated in such statements. The Company assumes no obligation for the accuracy or completeness of those forward looking statements and undertakes no obligation to revise these forward looking statements to reflect subsequent events or circumstances. Readers are cautioned not to place undue reliance on the forward-looking statements made in this news release.*

For more information, please contact:

Culture Medium Holdings Corp.  
Alex Eliashevsky

President and CEO  
702-589-5849  
[ir@culturemedium.com](mailto:ir@culturemedium.com)  
[www.culturemedium.com](http://www.culturemedium.com)