



News Release

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Coming Soon...

Enlux to Debut 220V LED Floodlight

Award Winning LED Floodlight Coming Soon to Europe

MESA, Ariz. USA, April 11, 2005 – Enlux™ Lighting will be debuting its new 220V Enlux LED Floodlights at the 2005 Lightfair International Tradeshow. The new 220V LED Floodlights are the first LED-based floodlights bright enough to replace a 45 Watt or 65 Watt incandescent floodlight for European and Australian use. Able to last a decade or longer while cutting electricity use, it is available in three tones of white – warm, neutral and cool white, as well as red, green, blue and amber.

Developed and manufactured by the Arizona, USA-based firm, it can be used indoors, outdoors, and in most places where incandescent and halogen floodlights are found. No separate wiring or power supplies are necessary – it simply screws into the existing medium base socket.

LEDs – Light Emitting Diodes – are widely believed to be the next generation of illumination by industry experts. LEDs are commonly found as indication lights in a wide assortment of electronic products, and with their increasing brightness, have emerged in traffic signals and most recently in automobile taillights and fog lights. “Consumers have long enjoyed the benefits of LEDs, such as long life, energy efficiency, and high durability. Now, with the introduction of the 220V Enlux LED Floodlights, these same benefits are available to

the homes and businesses across Europe and Australia,” stated Dan Nelson, director of marketing for Enlux™.

The 220V Enlux™ LED Floodlight utilizes the company’s patent-pending “light engine” that enables it to generate light that is more vibrant than incandescent, halogen, and many typical LED products. (Editors: See sidebar)

The new 220V LED Floodlights are the newest additions to Enlux’s family of award winning LED Floodlights. When introduced, the 120V Enlux LED Floodlight was recognized twice at Lightfair International 2004, the world’s largest annual architectural and commercial lighting trade show and conference. The floodlight won the New Product Showcase “Energy Award” and the “Best of Category Award for LED Lamps.” In December of 2004, Popular Science magazine awarded the 120V Enlux LED Floodlight as the Grand Prize Winner in the Home Technology category of their annual Best of What’s New 2004 competition.

The Enlux LED Floodlight emits enough light to replace a 45 Watt (45W) – 65 Watt (65W) incandescent floodlight, while consuming less than 22 Watts of power. Furthermore, the Enlux Floodlight has an expected life of 50,000 hours, compared to just 1,000-2,000 hours for an incandescent. If lit for eight hours per day, a single Enlux Floodlight would operate for approximately 17 years.

The Enlux Floodlight is protected by a distinct aluminum fin design that surrounds the light and also dissipates heat for extended product life and enhanced durability. It is water-resistant, withstands vibration, and is extremely durable.

The 220V Enlux LED Floodlight is expected to reach the market by the 3rd quarter of 2005. Enlux is currently seeking distributors in Europe and Australia who are interested in marketing this line of products.

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About Enlux Lighting

Headquartered in Mesa, Arizona, USA, Enlux Lighting is a designer and manufacturer of innovative LED-based lighting solutions. The company has assembled a specialized team of engineers from the advanced disciplines of optics, solid-state energy conversion, thermal management, and microelectronics packaging to create the Enlux Floodlight – the first LED-based drop-in replacement for incandescent or halogen floodlights. For more information, please visit www.enluxled.com.

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Note to Editors:

Color photography of the Enlux Floodlight in different settings is available. Please contact Bonnie Quick of Enlux Lighting.

April 11, 2005

(EN-CON/G 041105)

Sidebar follows...

Sidebar

LED's – Now the Next Generation in Lighting

LEDs - Light Emitting Diodes - are specially designed electronic components that release light when an electric current passes through it. LEDs are significantly more efficient than incandescent filaments, which means they can provide more light using the same amount of power. Invented in the 1960s and first used as small indicator lights, LEDs were used predominantly to show when a device had power, was active, or functioning. As advances in design and technology progressed, the brightness increased in LEDs, and they began to be incorporated into other applications. LEDs offer substantially longer life, which means less maintenance and safer operation. Today, they are used in traffic signals, large video screens, and automobile taillights. LEDs currently offer up to two to three times the efficiency of white incandescent bulbs, and in time, are expected to exceed the efficiency of fluorescents.

The color of the LED lamps can be tailored, allowing the color to be matched to the warm white color of incandescents, or to virtually any color within the rainbow spectrum. Colored LED lamps, such as blue and red, are significantly more efficient than incandescent or fluorescent lamps. This is because incandescents and fluorescents use color filters (such as a red glass) to filter out all other colors from the white light generated by the lamp. The blocked light is wasted, and converted to heat. LEDs on the other hand, create light in red or blue or green. This light does not need to be filtered, providing better color purity and better efficiency.

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ENLUX LIGHTING: PRODUCTS AT-A-GLANCE Page One

PRODUCT NAME	220V ENLUX™ LED FLOODLIGHT
PROPERTIES / CHARACTERISTICS	<ul style="list-style-type: none">❖ AVAILABLE IN THREE TONES OF WHITE❖ BASED ON LED TECHNOLOGY❖ PATENT PENDING❖ LONG LIFE❖ ENERGY EFFICIENT❖ WATER RESISTANT❖ WITHSTANDS VIBRATION❖ DURABLE
LIFE	50,000 HOURS
POWER USAGE	22 WATTS NOMINAL
LIGHT OUTPUT	300 LUMENS AT 15W INPUT
COLOR TEMPERATURE	2,800K, 3,300K AND 4,100K
SIZE	R30 SHAPE
BASE	MEDIUM EDISON BASE

ENLUX LIGHTING: PRODUCTS AT-A-GLANCE Page Two

PRODUCT NAME	220V ENLUX™ LED ACCENT FLOODLIGHT
PROPERTIES / CHARACTERISTICS	<ul style="list-style-type: none">❖ AVAILABLE IN BLUE, RED, GREEN AND AMBER❖ BASED ON LED TECHNOLOGY❖ PATENT PENDING❖ EMITS VIBRANT COLOR❖ LONG LIFE❖ ENERGY EFFICIENT❖ WATER RESISTANT❖ WITHSTANDS VIBRATION❖ DURABLE
LIFE	50,000 HOURS
POWER USAGE	22 WATTS NOMINAL
SIZE	R30 SHAPE
BASE	MEDIUM EDISON BASE

April 11, 2005
(EN-CON/G 040405)