

For Immediate Release

May 7, 2012
Page 1 of 2

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Lightfair Booth # 7121

PolyBrite International Unveils New Borealis[®] LED Products at the Lightfair 2012!

Borealis lamps and lighting systems produce lumen output corresponding to incandescent lamps, and a look and performance that is unequaled throughout the industry

NAPERVILLE, IL. – May 7, 2012 – PolyBrite International, Inc. manufacturer and creator of Borealis[®] LED Lamps and Lighting Systems announced today the unveiling of the new Borealis products at the Lightfair 2012, May 9-11 at the Las Vegas Convention Center, Booth # 7121.

PolyBrite is driving innovation with its Borealis[®] A19 LED lamps. It abandoned the “ice cream cone” look of the A19 for a lamp that looks, feels and performs as a traditional Incandescent lamp. The patented thermal management allows for the unique LED arrangement with the aesthetic appeal of the classic A19. The light from the LEDs shines uniformly and unobstructed to the environment, without the need for diffusion or special optics. The small footprint allows it to fit neatly inside the A19 base. The driver exceeds a 0.9 power factor and is surge protected and dimmable.

“We have correctly identified the needs of our customers for lamps that look, feel and are direct replacements of traditional lamps,” said Carl Scianna, President and CEO of PolyBrite International. Mr. Scianna further noted that “We have eliminated external heat sinks in our lamps without the need for diffusion or special optics. This was all made possible PolyBrite’s patented thermal dissipation scheme.”

The Borealis line of LED lamps include patented A19, B10, PAR38, PAR30, R20, MR16 lamps, T8 tube and Flat Panel Lighting. The versatile mounting options in CL Series (Canopy Lighting Series) and Street Lights complete the Borealis’ vast array of indoor and outdoor lighting that will be on display.

Borealis LED products can be seamlessly installed and are available in a variety of color temperatures, consume up to 90% less energy than traditional incandescent lighting and provide at least 50,000 hours of operation. The result is a significant reduction in energy consumption, and maintenance and recycling costs without a compromise in the quality of light or the environment.

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LIGHTFAIR International is the world's largest annual commercial and architectural lighting trade show and conference and is sponsored by the International Association of Lighting Designers (IALD) and the Illuminating Engineering Society (IES). The event is produced and managed by AMC, Inc.

About PolyBrite International: *PolyBrite International, Inc. has established itself as an innovative global LED lighting technology company since 1995. PolyBrite designs, develops and maintains complete control in manufacturing solid-state lighting products, creating LED lamps, Street Lighting, Panel and Tube Lighting under its Borealis® Lighting brand. More information on PolyBrite's Borealis brand of products is available on the Internet at www.polybrite.com or www.borealislighting.com or by calling 1-800-320-3801.*

Visit PolyBrite at the LIGHTFAIR 2012 booth # 7121 or click here for a preview of PolyBrite's Borealis products at
http://www.lightfair.com/lightfair/V40/exhibitor_list/displayEx.cvn?exbid=25517&printfr=true&popup=1

Product Photography Available Upon Request

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