

For Immediate Release
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PolyBrite International Unveils the New Borealis Brand of LED Lamps at the Lightfair 2010!

Borealis LED Lamps Grants Outstanding Energy Reduction and Superior Light Quality

NAPERVILLE, IL. – May 5, 2010 –PolyBrite International, Inc. manufacturer and creator of Borealis LED Lamps and Lighting Systems announced today the unveiling of the new line of Borealis LED Lamps at the Lightfair 2010, May 12-14 at the Las Vegas Convention Center, Booth # 2814. The new line of Borealis lamps includes replacement lamps for general service incandescent, decorative and reflector lamps.

“We are very excited to be launching the new Borealis lamps at the Lightfair this year,” said Carl Scianna, President and CEO of PolyBrite International. “We have focused our efforts on the engineering and development of our new Borealis LED lamps under the new Energy Star guidelines and specifications,” Mr. Scianna further noted that “The new Borealis lamps are exceeding our expectations of lumens and life expectancy, matching the light quality and brightness of conventional incandescent lighting.”

The new Borealis line includes patented A19’s, B10, PAR38’s, R20, MR16, T8, Panel and Street Lights, High and Low Bay lighting in a variety of color temperatures. The Borealis brand utilizes PolyBrite’s proprietary polymer technology, bringing the environmental sustainability and economic advantages of LED technology to the marketplace. Borealis LED products achieve maximum brightness, unparalleled performance, and unrivaled light quality and have been designed with dimming capabilities and are able to fit into standard fixtures.

Borealis LED products consume up to 90% less energy than traditional incandescent lighting, provide at least 50,000 hours of operation and are virtually unbreakable and shock resistant. 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.



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 and complete Signage lighting systems under its Borealis Lighting brand. The Borealis brand of products utilizes PolyBrite's proprietary polymer technology and patent pending designs, bringing the energy efficiency, environmental sustainability and economic advantages of LED technology to the marketplace. 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.*

Product Photography Available Upon Request

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