



For Immediate Release
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PolyBrite International Unveils the New Borealis Candelabra B10 LED Lamp at the Lightfair 2011!

Borealis Candelabra lamps produce a lumen output corresponding to 15W incandescent lamps, consuming only 2 Watts of power

NAPERVILLE, IL. – May 16, 2011 –PolyBrite International, Inc. manufacturer and creator of Borealis LED Lamps and Lighting Systems announced today the unveiling of the new Borealis Candelabra B10 LED lamp at the Lightfair 2011, May 17-19 at the Pennsylvania Convention Center, Booth # 3744. The Borealis LED Candelabra retains all the nostalgic features of the soft warm glow of the traditional incandescent predecessor including its distinctive elegant design.

“We arranged the LEDs in a filament fashion to preserve the look of the familiar Candelabra appearance,” said Carl Scianna, President and CEO of PolyBrite International. Mr. Scianna further noted that “This arrangement maximizes the amount of light delivered, since it is transmitted directly from the LED through the optically clear or frosted plastic cover, providing even 360° illumination.”

Borealis B10’s can be safely installed in a closed fixture with no air circulation and are dimmable with Triac and reverse-phase dimmers. The total luminous flux is up to 100 lumens at less than 2 watts. As a result, the Borealis LED B10 lamp can be seamlessly installed anywhere an incandescent 15W B10 is used, while maintaining full functionality and its classic look.

The Borealis line includes patented A19’s, B10, PAR38’s, PAR30, R20, MR16’s, T8’s, Panel and Street Lights, High and Low Bay lighting in a variety of color temperatures. Borealis LED products consume up to 90% less energy than traditional incandescent lighting, provide at least 50,000 hours of operation and are shock resistant and virtually unbreakable. 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.



BOREALIS® LIGHTING
by PolyBrite International, Inc.

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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. 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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