



**For Immediate Release**  
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Page 1 of 2

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## **PolyBrite International Announces Sponsorship of the 3<sup>rd</sup> Annual American Solar Challenge and Naperville Sustainability Challenge**

### *PolyBrite to Display Energy Efficient Borealis LED Lighting at Community Event*

NAPERVILLE, IL. – June 22, 2010 – PolyBrite International, Inc. manufacturer and creator of Borealis LED Lamps and Lighting announced their 2010 Sponsorship of the American Solar Challenge and Naperville Sustainability Challenge scheduled for this Saturday, June 26, 2010. The City of Naperville is hosting the finish line for the 2010 American Solar Challenge (ASC2010). This all day event is organized by the Sustainability Partners, Inc., and will showcase eco-friendly and energy efficient vehicles and home life solutions from business vendors.

The ASC2010 is a university student competition to design, build, and drive solar-powered cars in a cross-country time/distance rally event. Teams compete in a 1,100 mile drive from Broken Arrow, OK to the finish line Naperville, IL. The no-cost public event will be held this Saturday, June 26, 2010 at the Naperville North High School from 10:00 a.m. to 4:00 p.m. PolyBrite will participate as a vendor and showcase the Borealis line of environmentally friendly, energy efficient LED lamps. Borealis products include lamps for residential, commercial, hospitality and retail applications.

“We are looking forward to cheering on the solar powered cars to the finish line at this Saturday’s event,” said Carl Scianna, President and CEO of PolyBrite International. “Our sponsorship confirms our commitment to sustainable lighting solutions for everyday living.” Mr. Scianna further noted that, “We are excited and honored to be part of this annual Naperville event and we hope to educate the public on the shortcomings of incandescent and CFL lighting, and the benefits of Borealis LED lighting solutions that are available in today’s market.”



**BOREALIS® LIGHTING**  
by PolyBrite International, Inc.

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The phasing out of incandescent light bulbs has already begun around the world and they will be banned in the U.S. by 2014. Borealis LED lamps have been developed to replace traditional Incandescent light bulbs. Less than 5% of the energy consumed by the incandescent bulb actually produces visible light. The remaining 95% of the energy is wasted and produces heat. In addition, another common replacement has become Compact Fluorescent (CFLs). CFLs contain mercury, a neurotoxin, emit Ultraviolet rays (UV), have a poor color quality (CRI) and have a shorter life span than LEDs.

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 consume up to 90% less energy than traditional incandescent lighting, provide up to 50,000 hours of operation and are virtually unbreakable and shock resistant. The result is a significant reduction in energy consumption, maintenance and recycling costs without a reduction in the quality of light or an adverse effect on the environment.

PolyBrite encourages the public to stop by the Borealis LED Lighting display and enjoy the day's events. For further information on the planned events, visit <http://www.sustainabilitypartnersinc.org/events.shtml>.

***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](http://www.polybrite.com) or [www.borealislighting.com](http://www.borealislighting.com) or by calling 1-800-320-3801.*

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