



FOR IMMEDIATE RELEASE

PolyBrite International Announces Borealis LED Light Bulbs will Illuminate The City of Chicago's 85-foot Christmas Tree in Daley Plaza!

Borealis energy efficient decorative lamps use 90% less electricity than incandescent light bulbs used in the past

NAPERVILLE, IL. – November 19, 2008 –Borealis Lighting Systems, developed and manufactured by PolyBrite International, announced today that Borealis energy efficient LED light bulbs will be strung on the 85-foot Daley Plaza Christmas tree this year. The City of Chicago and Underwriters Laboratories (UL) present Chicago's 95th Annual Christmas Tree Lighting Ceremony on December 2nd in Daley Plaza. The city's spectacular Christmas tree will serve as the centerpiece of the festive event. All PolyBrite products use Solid State Lighting (SSL) in the form of Light Emitting Diodes (LEDs). The Borealis LED decorative lamps contain no mercury, no lead, reduce environmental waste, provide unsurpassed energy savings and require no maintenance.

“The light bulbs used in the past were incandescent and, as everyone knows by now, they are not very energy efficient,” said Peter Fallara, Acting Superintendent, Department of Streets and Sanitation. “In addition, because of glass and filament breakage and their relatively short life, we had to change the light bulbs which is very time consuming and expensive,” he added.

Carl Scianna, President and CEO of PolyBrite International, Inc., stated “PolyBrite is proud to be part of the greening of Chicago this holiday season.” “Our red, green and white LED light bulbs are UL approved and use 90% less electricity than the incandescent light bulbs they were using in the past,” said Mr. Scianna.

Borealis lamps will use 68,000 fewer kilowatt hours of electricity than the incandescent during the holiday season this year. This reduction in electricity will reduce carbon dioxide emissions by 85 thousand pounds, nitrogen oxide emissions by 148 pounds and sulfur dioxide emissions by 524 pounds.

--MORE--

BOREALIS™ LIGHTING
by PolyBrite International, Inc.

1751 West Diehl Road, Suite 110, Naperville, IL 60563
Tel: 1.800.320.3801 | www.borealislighting.com



Innovating for Tomorrow

The white LED's used in Borealis lamps are rated to last up to 50,000 hours and the red and green LEDs are rated to last up to 100,000 hours. Borealis light bulbs resist vibration and are virtually indestructible. The lights will be turned on December 2, 2008 and remain on 24 hours a day, 7 days a week until the first week of January, 2009.

PolyBrite International is a full service lighting solutions company specializing in innovative LED lighting systems, LED Lamps and products by combining proprietary polymer with LEDs. More information on PolyBrite's LED Lighting Systems and products is available on the Internet at www.polybrite.com or www.borealislighting.com or by calling 1-800-320-3801.

#

Press Contact:

Tula Kareotes, 630-717-6700 ext. 163, tula@polybrite.com

Sales Information Contacts:

Vince Campione, 630-717-6700 ext. 151, vcampione@borealislighting.com

Jose Chavez, 630-717-6700 ext. 163, jchavez@borealislighting.com



