



**EYE LIGHTING INTERNATIONAL
OF NORTH AMERICA, INC.**
A SUBSIDIARY OF IWASAKI ELECTRIC CO., LTD.

FOR IMMEDIATE RELEASE

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Urban Act™ Family of Architectural Floodlights Introduced by EYE Lighting

Mentor, Ohio (April 15, 2009) – A new line of luminaires designed for the architectural floodlighting applications has been introduced by EYE Lighting. The Urban Act™ family features square and round shapes, and a mini model as well. All have aesthetically advanced designs, are available in two colors, and rated for indoor or outdoor use (UL Listed Wet Location, IP 65 Rated). The beam patterns and available lamp types provide great flexibility.

Urban Act high-performance luminaires are designed with technically superior optical control using integral, electronic ballast circuitry built into the fixture housing. They are lightweight, compact, and extremely durable due to the copper and zinc die-cast housing. A variety of accessories is available.

ABOUT EYE LIGHTING

EYE Lighting International of North America is among the world's leading providers of lighting products and services. EYE Lighting designs and manufactures high performance lamps, fixtures and lighting-related products, and has earned a reputation for developing superior lighting technology and custom solutions. The company serves the major commercial, industrial, utility and retail markets in North and South America.

EYE Lighting and its parent have been awarded over 24 ISO Certifications which reflect the superior product quality of its Metal Halide, Halogen, Mercury, HPS and LED lamps. Its well known brands include IGNITRON®, CERA-ARC®, SUNLUX®, and HORTILUX®. The company has over 3,000 products and is the recognized world leader in retrofit HID lamps. EYE products are energy efficient, and its sustainability policy is to *reuse, recycle, and reclaim*.

EYE Lighting International of North America is located near Cleveland, Ohio. A subsidiary of Iwasaki Electric Company, Ltd., of Japan, the company has offices in Australia, New Zealand, China, Hong Kong, Singapore, and the United Kingdom.

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