



EYE LIGHTING INTERNATIONAL OF NORTH AMERICA, INC.

A SUBSIDIARY OF IWASAKI ELECTRIC CO., LTD.

FOR IMMEDIATE RELEASE

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EYE Lighting Introduces 400w Metal Halide Pulse Start Lamps with Universal Mounting *Exclusive Lamp Delivers High Lumen Output, Reduces Customer Inventory*

Mentor, Ohio (May 15, 2009) – EYE Lighting, a major lamp and lighting products manufacturer, has announced the introduction of the 400W High Output Metal Halide Pulse Start lamp. The 400W rating is among the most popular in the market, and the EYE 400W Metal Halide lamp is rated for universal mounting which reduces inventory for both distributors and end-users by eliminating the different models for vertical and horizontal mounting positions.

The EYE Lighting Metal Halide Pulse Start lamp also delivers unmatched performance, offering 7% more initial lumens in the vertical position, and 11% more in the horizontal position than competitive lamps. It also delivers up to 21% more mean lumens, and this superior lumen maintenance results in longer periods between re-lamping.

Users will also find that EYE MHPS lamps feature reduced warm-up time and hot re-strike, and the extraordinary white light creates attractive, consistent light for a wide variety of applications.

For more information, or to locate an EYE Lighting product distributor near you, visit www.eyelighting.com on the Internet or contact EYE Lighting at 888-665-2677.

ABOUT EYE LIGHTING

EYE Lighting International of North America, located near Cleveland, Ohio, is a manufacturer and distributor of state-of-the-art High Intensity Discharge and Halogen lighting sources, lighting fixtures and light application system solutions.

EYE Lighting International of North America is a subsidiary of Iwasaki Electric Co. Ltd., a Tokyo based lighting technology company focused on designing and manufacturing lighting products and light-applied system solutions. From new commercial lighting products to UV water sterilization systems, our goal is to employ light technology to create a more comfortable society and sustainable environment.

The shared culture of Iwasaki Electric Company and EYE Lighting of North America represents a world class organization of lighting technology professionals committed to quality, new product development, and complete customer satisfaction. At Iwasaki, we are inspired by light, and the light we create tells our story.

ISO 9001:2000 ISO 14001:2004 OHSAS 18001:2007 Certified

ISO 17025:2005 Accredited

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