

Media / News Release

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Toronto, ON

FOR IMMEDIATE RELEASE:

Canada outshines the United States in L.E.D. adoption ...now that's illuminating!

The Outcome

When we are usually accustomed to Canadian market statistics being 10% of that of United States (US), the sales of LED Holiday Lights in Canada in 2004 were over 200% of that of the US. This 2 to 1 ratio is highly due to the exceeding embracement of an Energy Conservation culture throughout Canada, which is ever increasingly evident in Ontario. Local Distribution Company (LDC) Exchange programs and the Media, as well as Business Improvement Areas, Festivals and Municipal displays have attracted and captivated the consumer and driven the sales at the retail checkout. The L.E.D. is the greatest change to lighting since the invention of the light bulb itself by Thomas Edison.

The Report Card

Due to the employment of L.E.D. in Holiday lighting, it can be extrapolated that there was a deemed energy conservation and savings of over 650,000 MWh and a relative deemed reduction of over 210,000 tonnes of GHG overall in Canada, while Toronto experienced a deemed energy conservation and savings of over 130,000 MWh and a relative deemed reduction of over 42,000 tonnes of GHG. This is the equivalent of removing 42,000 cars from the streets of Canada and 8400 from the streets of Toronto alone. The effects of LED are truly dramatic and extremely rewarding, with respect to energy conservation and environmental preservation.

The Market

According to the process adopted by the Office of Energy Efficiency of Natural Resources Canada, we are truly experiencing the beginning of a Market Transformation. It is a milestone when you see this tremendous level of consumer adoption of a new technology and a shift in consumer behaviour. The Toronto Association of Business Improvement Areas is being recognized as a part of this effort, as a Finalist in the upcoming Green Toronto Awards for the category of Market Transformation.

The Challenge

The Toronto Association of Business Improvement Areas issues a challenge to all BIAs, Holiday Lighting Festivals and Municipalities across Canada to reduce their lighting display energy consumption by converting to LED, thus reducing GHG emissions and meet us at the 'bottom' line for The Ten Tonne 'Twinkle' Challenge. "This can be achieved by adopting approximately 21000 LEDs or 300 sets into an overall display." says John Kiru, Executive Director, "The choice is yours, but the environment is ours. It is not just energy savings, it is about saving our environment, so pitch in and pitch out those incandescent lights."

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For more information, contact:

Primary Contact:

John Kiru, Executive Director
TABIA
Direct Line – 1.46.889.4111
Email – jkiru@toronto-bia.com

L.E.D. Resource Contact:

Brian K. Owen, Principal
LEDesignWorks
Direct Line - 1.905.528.5089
Email – bkowen@firsteam.ca

BACKGOUNDER – Light Emitting Diode (L.E.D.) Holiday Lighting

I'm sure we can all think back to the hours spent untangling those never-ending strings of Christmas lights, searching in vain for the bulbs needing replacement. Not to mention that un-festive feeling in the pit of your stomach as you tear open your electricity bill.

This year put L.E.D. lights at the top of your wish list and order or purchase early! Even Santa would be impressed with the L.E.D (Light Emitting Diode) technology that goes into every string of L.E.D. lights. Constructed with tiny solid-state chips, similar to those used in computers, LED lights directly convert electricity to light without the use of a filament or glass bulb.

L.E.D. knows how to treat your pocketbook right too, achieving higher brightness with only a fraction of energy. A 70 light set costs less than 1 cent per day to operate. Traditional 5-Watt incandescent light sets with 70 lights consume about 350 watts, whereas a string of 70 L.E.D. lights use only a few watts of power (3.6 watts). With as much as 97 percent conservation in electricity, the lights pay for themselves in electricity savings.

Since LEDs don't have filaments, there is nothing to burn out and no need for a breakable bulb. This leads to less maintenance. Very little heat is produced; meaning L.E.D. lights can't damage the tree or pose a safety hazard.

L.E.D. Light Sets are rated for up to 200,000 hours of usage and have a 5-year warranty. There are both indoor and outdoor sets. They are available in White, Blue, Red and Gold, Green and Multi Colour in various shapes and sizes. Also new to 2005 is the colour changing technology, which offers 4 distinct colour patterns. See the lights cycle through a variation of colour right before your eyes!

L.E.D. lights' low power consumption, long product life, and durability make for a brighter, safer, and ecologically sound holiday season. That's fantastic news for homes, businesses and business improvement areas everywhere. This holiday season; make a conservation statement with L.E.D.

L.E.D....now that's illuminating!

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