

Media / News Release

March 31st, 2005
Toronto, ON

FOR IMMEDIATE RELEASE:

L.E.D. 'weighs in' for the One Tonne Challenge!

On **Tuesday, April 5th, 2005 at 10:30 am.** the Toronto Association of Business Improvement Areas (TABIA) will be holding a Media / News Conference during the Ontario and Toronto Business Improvement Areas Annual Conference, entitled 'Innovation on Main Street...Building on 35 Years of BIA Success'

A special **National** announcement will be made regarding the success of the Light Emitting Diode (L.E.D.) Holiday light conversion and exchange initiative over the last 2 years, especially in 2004 as there has been a quantification of full market penetration status and consumer acceptance and behaviour.

Conservation statistics and environmental benefit statements will also be released.

There is a direct correlation between the consumer adoption and response and the efforts of Business Improvement Areas, Festivals and Municipalities, and as such, TABIA has been recognized as a Finalist in the upcoming **Green Toronto Awards** in the category of **Market Transformation**.

TABIA will also be issuing a Challenge to all of the BIAs, Festivals and Municipalities across Canada, with respect to the One Tonne Challenge, for the 2005 Holiday season.

Guests and Speakers will be in attendance from the City of Toronto, the Ontario Ministry of Energy and the Federal Natural Resources Canada.

The Media / News Conference will commence at 10:30 am. sharp and will be completed by 11:00 am. Members of the Media are invited to tour the BIA Trade Show and see a number of interesting L.E.D. displays. Members of the Media and the BIA representatives will receive a complimentary sample set of L.E.D. lights for attending.

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For more information, contact:

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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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