

FOR IMMEDIATE RELEASE

American Lighting Expands LED Product Portfolio with High-Performance LED Lighting Solutions

Unveils Flexible, Energy Efficient Options for Down Lights, Step Lights, and Clear Flex Ribbon Lighting

DENVER, Colo.—October 27, 2010—[American Lighting](#), an innovative manufacturer and distributor of lighting technologies for residential, commercial and specialty markets, today announced the expansion of its LED product line with versatile, high power lighting options. The new high performance additions to the LED product line include the [LED Clear Flex](#), the [LED Outdoor Step Light](#) and the dimmable [LED Downlight](#), all of which offer lamp longevity, energy efficiency and design flexibility.

“LED technologies continue to advance and American Lighting remains at the forefront, delivering the latest innovations to our customers,” said David Wilkins, CEO, American Lighting. “Our new lighting solutions offer unique, high-performance lighting options for a wide-range of commercial and residential needs.”

LED Clear Flex

The versatile [LED Clear Flex](#) is ideal for cove, bookcase and backlighting, architectural built-ins, glass edge-lighting, under cabinet lighting and other small, compact spaces. This unique ribbon-like linear lighting product is clear and flexible and provides bright, dimmable light. In addition, the [LED Clear Flex](#) uses industry-leading CREE solid state LED chips to deliver a high-performance color rendering index (CRI) of 82. The light excels in efficiency with low maintenance LEDs that offer a rated life of 50,000 hours and a savings of more than 75 percent in operating costs versus incandescent linear systems. Additional features include:

- Small form factor – less than ½” wide by 3/16” high, with flexible, fully encapsulated PVC housing that allows tight bends and is rated for indoor and outdoor use
- 24V DC operations allow run lengths up to 65.6 feet
- Easy installation; kit includes power connectors, splice connector and mounting clips
- Available in Warm White (3500° Kelvin); Cool White (5500 degree Kelvin); other colors by special order

LED Outdoor Step Light

Providing efficient and reliable illumination for all types of walk areas, the durable [LED Outdoor Step Light](#) is easy to install and comes in distinctive, high quality designs. The outdoor light can use a standard single gang box at rough-in, thereby eliminating the need for proprietary rough-in kits and simplifying construction and installation. And, when used with watertight junction boxes and gaskets, the [LED Outdoor Step Light](#) is resistant to dust, water and moisture as reflected by its IP65-rating for outdoor applications. Additional features include:

- Durable cast faceplates in multiple styles and finishes
- Long life LEDs provide efficient, maintenance-free lighting that uses only 3 watts
- Easy installation – LED light engine has embedded driver, ready for 120V AC input
- Warm White (3200° Kelvin) LED light that is clear, bright and does not build up heat

LED Downlight

An energy-efficient lighting alternative to conventional recessed lighting for both commercial and residential lighting, the [LED Downlight](#) saves 83 percent in operating costs versus incandescent recessed lights. American Lighting's new 6" [LED Downlight](#) is quickly becoming a preferred option for recessed lights in new construction and retrofit projects. It installs easily and is fully dimmable with most standard incandescent dimmers. Additional features include:

- Long life, low maintenance LEDs that last 50,000 hours (average life) and eliminate frequent lamp replacements
- Highly efficient, the LED Downlight delivers 650+ lumens and 49.3 lumens per watt
- Two styles allow use with any medium or GU24 (Title 24) base housing
- 3500° Kelvin Warm White LED light and high CRI produce attractive area lighting with true color rendering

Pricing and availability

The [LED Clear Flex](#), [LED Outdoor Step Light](#) and dimmable [LED Downlight](#) are immediately available. For pricing options and purchasing, please contact American Lighting sales at 800.880.1180.

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About American Lighting

American Lighting offers innovative, high quality, energy efficient lighting solutions to support our customers' diverse business needs and continued success. Experts in LED and energy efficient lighting technologies, American Lighting takes a "green" approach to ongoing product development and offers a broad line of modern lighting solutions. American Lighting has built a strong reputation of technical knowledge and application support, excellent customer service and timely education through American Lighting University and readily available technical support services. For more information, visit www.americanlighting.com

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