

NEWS ADVISORY

American Lighting LED Snowfall Lights Offer Animated, Eye-Catching Seasonal Decor

Energy Efficient Lights Provide Unique Option for Holiday and Winter Decorating

DENVER, Colo.—September 28, 2010—[American Lighting](#), an innovative manufacturer and distributor of lighting technologies for residential, commercial and specialty markets, today announced its new line of [LED Snowfall Lights](#), which are ideal for commercial areas seeking to create a vibrant and dynamic atmosphere that attracts visitors. The animated, attention-grabbing lights create the look of falling snow with random chase LED light strings that are designed to dangle from tree branches or other fixtures.

Utilizing energy efficient, long-lasting LEDs, the Snowfall Lights consume less than 5 watts and include up to 256 LEDs per string for a robust and dynamic look. In addition, the Snowfall Lights use small lens LEDs that are arrayed in ladder-like patterns to create snowflake pinpoints for a more realistic look. This look, as well as the lights' superior efficiency, are enabled by modern LED technologies and would be difficult to replicate with incandescent light strings.

"Businesses and municipalities want visually appealing lighting solutions that draw attention and traffic, especially during the winter and holiday season," said Richard Lyford, director of specialty lighting, American Lighting. "Our new [animated LED Snowfall Lights](#) offer a unique, eye-catching look that is appealing, energy efficient and environmentally-friendly."

Easy to install, the LED Snowfall Lights are available in Ultra Warm White and Pure White LED colors. String lengths are offered in half meter increments from 0.5 meters to 3 meters.

Pricing and availability

The American Lighting [LED Snowfall Lights](#) are immediately available. For more information, please contact [American Lighting](#) 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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