

FOR IMMEDIATE RELEASE

E Series LED Recessed Downlight Now Available Through American Lighting

Value Driven, Low Maintenance, Dimmable Surface Mount LED Lasts 35,000 Hours

DENVER, Colo.—June 23, 2011—American Lighting, an innovative manufacturer and distributor of lighting technologies for residential, commercial and specialty markets, has expanded its LED Recessed Downlight product family with the availability of the E Series LED Recessed Downlight, a value driven, warm-white, highly efficient and easy to install product for both commercial and residential use.

“We are continually adding products that provide our customers with a full range of price point options while maintaining design and performance quality. The addition of the E Series LED Recessed Downlight provides our customers with an easy-to-install, value-driven surface mount LED option that is efficient and saves money in both operating and maintenance costs versus incandescent,” stated David Wilkins, CEO, American Lighting. “This line complements our high-end Energy Star rated LED Recessed Downlight offerings, giving us one of the most complete LED Downlight product families in the market.”

The E Series LED Recessed Downlight

The 6 inch and 4 inch LED recessed lights are stylish and energy-efficient, providing a warm-white light and high color rendering for attractive area lighting. Compatible and tested with an array of dimmers, the E Series LED Recessed Downlight is designed to enable retrofitting into most standard 4 inch or 6 inch cans for lighting with true color rendering. The dimmable recessed lights are suitable for damp locations and ideal for cost-conscious buyers seeking an energy efficient alternative to incandescent down lights or fluorescent down lights that contain mercury and do not provide dimming capabilities.

More details include:

- 3000°K warm-white color temperature
- Available in 6 and 4 inch models
- Compatible with a variety of housing and mounting models
- Dimmable with most standard incandescent dimmers
- Provides 35,000 hours of average life
- Produces more than 45 lumens per watt (6 inch model)
- Three year warranty

The E Series LED Recessed Light will be on display at the American Lighting booth 4745-TM at The International Home of Lighting in the Dallas Market Center, 2100 Stemmons Freeway, Dallas, TX, June 23-26. American Lighting executives will also be on hand throughout the event. To schedule an advance appointment with American Lighting, please email jelrod@americanlighting.com.

AVAILABILITY

The E Series LED Recessed Light is in stock and 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, www.americanlightingblog.com or *LIKE* us on Facebook.

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