

NEWS ADVISORY

American Lighting Announces Year-Round LED Decorative Lighting Designed to Lower Energy and Maintenance Costs While Enhancing Atmosphere

Warm White Energy Efficient LEDs Use 75 Percent Less Energy than Similar Incandescents

DENVER, Colo.—May 16, 2011—[American Lighting](#), an innovative manufacturer and distributor of lighting technologies for residential, commercial and specialty markets, today announced the latest in cost-effective, year round, low voltage outdoor lighting – the [LED LightStar Reel](#). Designed for better protection against the elements, the LED LightStar Reel helps to increase foot traffic by creating an engaging atmosphere and warm ambiance at town centers, main streets, amusement parks, sporting venues and other commercial or municipal centers.

American Lighting's LED LightStar Reel runs on low voltage (24V), making it a safe alternative to other products that are only rated for temporary use, providing a cost-effective year round decorative lighting solution. Its durable construction provides for better protection against the elements¹ than decorative holiday lighting, and emits a cleaner look as the 180 degree wide-viewing angle LEDs ensure consistent high visibility from all directions. Easy to install, either by wrapping around a tree or adhering to a building perimeter, the LED LightStar's flat-backed socket design provides a clean, uniform look.

"We pride ourselves on the variety of LED and energy efficient lighting technologies we are able to offer customers. We're constantly working to provide best-in-breed products that offer longer life spans and save money," said Richard Lyford, American Lighting, director of Specialty Sales.

The warm white energy efficient LED LightStar Reel saves up to 75 percent in energy running costs over incandescent lookalikes and significantly reduces maintenance costs. The long life, low maintenance LED has an average lifetime of up to 50,000 hours and is sold by bulk reel. The reel can be cut at varying lengths to accommodate a variety of installation needs.

AVAILABILITY

The LED LightStar Reel is now available. For pricing and purchasing options, please contact American Lighting sales at 800.880.1180.

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¹IP44 rated for protection against moisture for indoor/outdoor use

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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