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Press Release

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LLF Awarded Top-10 Green Product for 2007

LR6 Recognized for Breakthrough Green Attributes

Morrisville, NC, November 8, 2007 - LED Lighting Fixtures, Inc. (LLF), today announced that its LR6 product family has been selected as one of BuildingGreen's 2007 Top-10 Green Building Products by the editors of Environmental Building News and GreenSpec®. This annual award recognizes the most innovative and exciting green building products added to the GreenSpec® Directory during the past year or covered in Environmental Building News.

According to GreenSpec coeditor and BuildingGreen president Alex Wilson, "Until recently LEDs did not approach fluorescent lamps in efficacy and the light quality was not nearly as good as incandescent lamps. LLF has introduced an LED downlight, the LR6 with a measured efficacy of 60 lumens per watt (which is better than CFL downlights) and a color rendering index (CRI) of 92, which is significantly better than most CFLs."

Gary Trott, VP of Market Development stated, "The LR6 is the only green recessed downlight that doesn't compromise aesthetics or function. It delivers more light per watt than the best CFL products and customers perceive the color to be as good as incandescent. In addition, the LR6 looks great in residential and office applications and is dimmable. Finally, the LR6 is made of 100% recycled aluminum and unlike CFL's the LR6 contains no toxic mercury."

The LR6 is designed to last 50,000 hours and substantially reduces the amount of lamp refuse introduced into the waste stream. Mike Fallon, VP of Sales and Marketing noted, "When an incandescent source is replaced by an LR6, one can expect to prevent 30 to 60 bulbs from being thrown into the trash. When CFLs are replaced with an LR6, five to six fewer lamps containing mercury will be discarded to contaminate landfills."

Mr. Fallon added, "The LR6 delivers more lumens per watt than any downlight available today. That means designers can achieve the light levels they desire with extremely low energy densities enabling opportunities to qualify for additional LEED points."

About GreenSpec

GreenSpec is the leading national directory of green building products. Products are selected by editors of Environmental Building News (EBN) based on criteria developed over the past 15 years. Manufacturers do not pay to be listed in GreenSpec, and neither GreenSpec nor EBN carry advertising; both are supported by users of the information. “Our policy of not accepting money from manufacturers allows us to be objective in our review of products,” said Wilson. A new 7th edition of the printed GreenSpec Directory was published in the spring of 2007. The GreenSpec product database is also available online as part of BuildingGreen Suite, which is growing quickly in popularity. Environmental Building News, founded in 1992, is the oldest and most widely respected newsletter in the green building field. BuildingGreen, Inc., celebrates its 22nd year in business this year. For information on BuildingGreen resources, visit www.BuildingGreen.com or call 800-861-0954.

About LED Lighting Fixtures, Inc.

LED Lighting Fixtures, Inc. (LLF) is a privately held company headquartered near Research Triangle Park, North Carolina. Its mission is to accelerate the adoption and evolution of light-emitting diodes (LEDs) into high volume general lighting applications so that consumers can realize lower energy and maintenance costs. LED lighting is significant as it is expected to provide long lifetimes under normal operation, and uses a fraction of the power required for traditional lighting solutions. For more information about LED Lighting Fixtures, Inc., please visit our website at www.LLFinc.com.

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