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For Information:

Ruud Lighting / BetaLED

Contact: Marty Organ

(262) 884-3110

marty_organ@ruudlighting.com

Caryn Melton

PR Counsel

(414) 305-5541

caryn_melton@yahoo.com

BetaLED® Introduces 100+ lumen per watt LED Luminaires

304 Series will lead industry in energy savings and lighting performance

Sturtevant, Wis., January 21, 2010—BetaLED, a division of Ruud Lighting, Inc., introduces the 304 Series luminaires, BetaLED’s first luminaire to achieve landmark performance of over 100 lumens per watt (LPW). The 304 Series luminaires with 100+ LPW have the potential to make a significant impact on our environment by saving as much as 70 percent in energy use.

“We are continuously improving our BetaLED luminaire systems,” said Christopher Ruud, president of Ruud Lighting. “By optimizing all the components in the system we’re able to provide a breakthrough that reaches new heights in energy-savings and light levels while demonstrating measurable proven performance.”

BetaLED 304 Series luminaires are scalable up to 12,000 lumens of delivered light output. The new luminaire series achieves superior efficiency, longevity, lumen maintenance and light control while reducing energy use – benefits that are especially welcomed in applications where lights are on 24/7. By utilizing a two-level dimming option, the luminaires will save even more energy, providing end users with further reductions in operating costs while also helping the environment.

304 Series luminaires are available with 100+ LPW for recessed canopy and soffit applications with petroleum symmetric optics. The luminaires can be installed in single- or double-skin open-air petroleum station canopies and building soffits such as banks and quick serve restaurants. Other optics with the new technology upgrade will be available soon for additional applications such as parking structures.

– More –

Performance of 100+ LPW is achieved using the standard product drive current of 350mA. BetaLED 100+ LPW product performance has been tested and approved by an independent accredited third-party laboratory and meets industry performance and reliability standards. Product specification sheets, LM79 photometric tests, and IES photometric files are available at www.betaled.com. Consult factory for pricing and availability.

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About Ruud Lighting, Inc.

Since 1982, companies and divisions of Ruud Lighting have developed, manufactured and sold a range of products through various channels for residential, commercial and industrial lighting applications. Ruud Lighting products are sold internationally through Ruud Lighting Europe (Florence, Italy) and Ruud Lighting Canada (Toronto). Other sales partner offices are located in Australia, New Zealand, Singapore and the Middle East.

About BetaLED

BetaLED was established to dedicate resources to the emerging use of LED technology for general illumination. BetaLED, a division of Ruud Lighting, provides the lighting market with high-quality, specification-grade luminaires for exterior lighting applications. For additional exterior LED luminaire information, visit www.BetaLED.com.