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**BetaLED™ Begins Mass Production of LEDway™ Streetlights**  
*First LED streetlight from BetaLED™ rolled off production line Tuesday*

Sturtevant, Wis. – (August 6, 2008) The first production run of the revolutionary LEDway Streetlight from BetaLED, using the latest in light-emitting diode (LED) technology, rolled off Beta Lighting’s manufacturing line Tuesday, August 5.

The first LEDway off the line was presented to Beta Lighting President Al Ruud, with fixtures two through 21 shipping to the City of Racine for installation later this month at various locations.

“This milestone for LEDway production is a critical step in transitioning from traditional streetlights to energy-efficient LED technology,” said Al Ruud, president of Beta Lighting. “Our manufacturing team is ready to meet the high demand we anticipate for the most environmentally friendly and high-performing streetlight fixture on the market.”

LEDway streetlights use 50 to 60 percent less energy than traditional streetlight sources. They also feature more than 100,000 hours of delivered lumens, extending the life of the fixture to more than 23 years – four times longer than traditional high-pressure sodium lamps.

“This is a great step forward for the City of Racine,” said Racine Mayor Gary Becker. “Through this groundbreaking technology, we can help our city save energy and maintenance costs. It’s also a smart way to address climate change and reduce the impact on our environment.”

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## *2-BetaLED begins mass production of LEDway*

The city of Racine already installed THE EDGE™ fixtures on the first floor of the Civic Center parking garage this past spring with successful results. “Our plan is to include replacing older lights with LEDs as part of our capital improvement projects budget going forward,” said Racine Mayor Gary Becker.

Unlike lamps in traditional streetlights, no mercury is contained in the LEDway fixture or used in its production. Additional environmental benefits of LEDway include Restriction of Hazardous Substances (RoHS) compliance, less disposal waste due to the fixtures extended life and Illuminating Engineering Society of North America (IESNA) full cutoff classification for optical control.

LEDway’s highly efficient thermal management design is the foundation for a long-life fixture while the superior optical design provides unparalleled light control and uniformity without costly relamping and maintenance.

BetaLED introduced THE EDGE family of products to commercial and industrial applications within the lighting industry in 2007. The LEDway family was introduced to provide products engineered specifically for municipal streetlight applications.

LEDway and THE EDGE provide efficiency, performance and longevity to LED technology. Each product line achieves superior efficiency and light control with its patent-pending NanoOptic™, a direct contact refractor sealed to the LED dome. When used in combination with premium optical materials, BetaLED’s advanced refractor provides superior light distribution and significant energy savings by minimizing wasted light outside the target area.

The advanced proprietary thermal management system pulls heat away from the LEDs for greater lumen output over its life rating. BetaLED products feature heat sinks mounted to each light bar, leading to scalability in design and the assurance the LEDs are operating at optimal temperature, the key to efficiency and longevity.

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*3- BetaLED begins mass production of LEDway*

**City of Racine LEDway Streetlight Scheduled Installations:**

- 21<sup>st</sup> and Taylor Avenue (four fixtures)
- Hayes Avenue from Washington to Wright Avenues (six fixtures)
- Hayes Avenue Parking Lot (two fixtures)
- State Street from State Street to Root River Bridge (two fixtures)
- South Memorial Drive from 16<sup>th</sup> to 18<sup>th</sup> Streets (six fixtures)

**About BetaLED**

BetaLED, a brand of Beta Lighting, was established to dedicate resources to the emerging use of LED technology for general illumination. Beta Lighting, a division of Ruud Lighting, Inc., provides the lighting market with high-quality, specification-grade luminaires for exterior lighting applications. Outside of the United States, THE EDGE and LEDway products are sold through international agents under the Ruud Lighting brand.

For additional exterior LED luminaire information, visit [www.BetaLED.com](http://www.BetaLED.com).

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