

FOR IMMEDIATE RELEASE:

Destination Lighting Stocks Award-Winning LED Light Fixture from LLF

Eco-Friendly Downlight for Residential Use Now Available Online

Seattle—October 4, 2007—Destination Lighting continues to lead the industry in energy efficiency by incorporating the LR6 Downlight, an LED-based recessed lighting fixture, to its online store inventory.

“We are a green company that wants to help the country reduce its carbon footprint on the environment,” said Dave McKee, Destination Lighting’s Chief Operating Officer. “Destination Lighting proudly offers many energy-efficient products for use inside and outside the home. With the LR6 Downlight, our customers can achieve the same quality and dimming capabilities of a 65-watt light by using only 12 watts of energy.”

The LR6 Downlight, released earlier this year by LED Lighting Fixtures, Inc. (LLF), offers people an environmentally-sound and cost-effective alternative to traditional lighting products. With LED (light-emitting diode) technology, the fixture provides strong illumination using 85% less energy than a conventional incandescent and 50% less energy than a fluorescent. The product has a high color rendering rating, easily installs in a standard 6-inch recessed housing, and has a lifespan of 50,000 hours, or 20 years of average use.

“Our introduction of a viable LED product for general illumination will have historic implications for the lighting industry,” said Neal Hunter, LLF Chief Executive Officer. At this year’s Lighting for Tomorrow energy efficiency competition, the LR6 Downlight won the grand prize for solid state lighting (SSL). “The fixture earned excellent marks for light output, quality and appearance,” said Kelly Gordon, an event organizer representing the U.S. Department of Energy.

By adding LLF’s LED fixture to its product list, Destination Lighting will give customers an innovative approach to lighting their homes. The company carries a large inventory of lighting fixtures and accessories, including Energy Star® products and other energy-efficient merchandise which meet California’s Title 24 regulations. On the forefront of the green lighting movement, Destination Lighting was awarded a Special Recognition of Excellence from the Environmental Protection Agency in March 2007.

###

About Destination Lighting:

Destination Lighting (www.DestinationLighting.com) has over 5,000 fixtures and accessories to choose from—including many exclusive items not found anywhere else—and offers free shipping on every order in the contiguous United States. Because Destination Lighting carries more than \$10 million in inventory, most items are in-stock and ready to ship the next business day from its state-of-the-art distribution facilities.

About LED Lighting Fixtures, Inc. (LLF):

LED Lighting Fixtures, Inc. (www.LLFinc.com) is committed to advancing the adoption and evolution of light-emitting diodes (LEDs) for general lighting applications. The privately held company is headquartered near Research Triangle Park, North Carolina. The LR6 Downlight is LLF’s first product.

Media Contact:

Caroline Baptist, Destination Lighting
cbaptist@destinationlighting.com / 206.268.3469