



# EYE LIGHTING INTERNATIONAL OF NORTH AMERICA, INC.

A SUBSIDIARY OF IWASAKI ELECTRIC CO., LTD.

Dear OEM, Distributor and Utility Customers

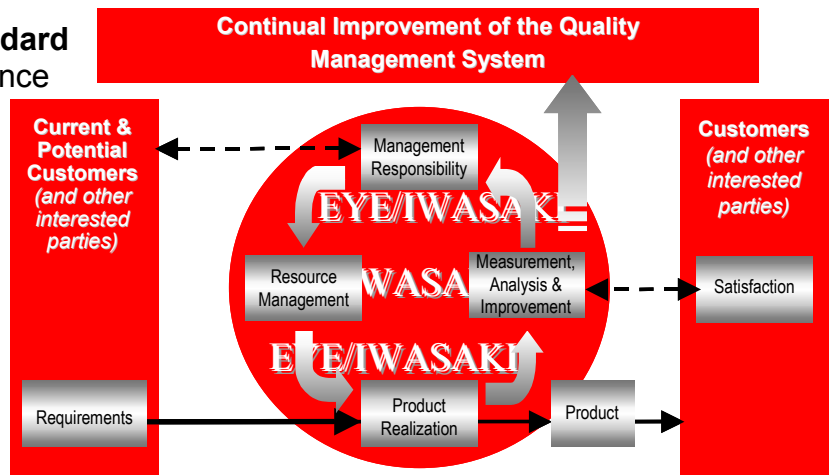
6/2004

## RE: EYE Lighting continues its quality effort...initiates ISO 9001:2000

Earlier this year the Executive Management Team at EYE Lighting completed an extensive effort to upgrade our Management and Quality Systems and therefore our company-wide performance as measured by the marketplace. For nearly 7 decades, EYE / Iwasaki products have been considered some of the best, if not the best, HID and Halogen lamps available in the world. In order to maintain our lead on competition our USA business has elected to establish the new **Standard of ISO 9001:2000** as a baseline for our business and how we plan to execute our business plan as measured by our customers. Iwasaki, in Japan, is currently ISO certified.

To the Right is the **ISO Standard** graphic and it demonstrates the importance

of the customer in business today. Our business process development plans to weave the customer throughout our daily business activities to enhance the experience of doing business with EYE. It is our intent and the purpose of **ISO** to have the **Customer be the focal point** of the Management and Quality systems that drive EYE business decisions and strategic direction.



Our entire Management Team is dedicated and has now completed our ISO certification initiative. As the baseline is now established we look to EYE customers to see how we can continually improve our performance and thus the relationships that we have established that make doing business with EYE Lighting / Iwasaki Electric an experience that allows us all to prosper. Our business is working hard to gain performance excellence in everything we do and build world-class processes around these efforts. We wish each of our customers' great success and will be looking to develop our relationships to assist each of you in those efforts to grow.

All the best,

Keith T S Ward  
President & COO

Paul Jurkovic  
V.P. Operations

Anne Gates  
V.P. Finance

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ISO 9001:2000 Certified