



**EYE LIGHTING INTERNATIONAL
OF NORTH AMERICA, INC.**

A SUBSIDIARY OF IWASAKI ELECTRIC CO., LTD.

FOR IMMEDIATE RELEASE

Contact:

Len Thomas

EYE Lighting International of North America, Inc.

A subsidiary of Iwasaki Electric Co., Ltd.

440-392-3616

**EYE LIGHTING INTERNATIONAL OF NORTH AMERICA, INC.,
INTRODUCES DOREEN A. LANGA , PRODUCT MANAGER / MARKET
SEGMENT SPECIALIST FOR HORTILUX**

CLEVELAND (April 9, 2008) – EYE Lighting International of North America, a subsidiary of Iwasaki Electric Co. Ltd., announces the addition of Doreen A. Langa to the technical marketing team as Product Manager and Market Segment Specialist.

As Product Manager and Market Segment Specialist for HORTILUX product line, Doreen is responsible for new product development, market share growth, and strategic market planning and communications for the EYE HORTILUX™ line of high performance specialty lamps used by greenhouses and hobbyists to maximize plant growth in indoor applications.

Ms. Langa comes to EYE Lighting International with more than 20 years experience in product marketing, new product development, strategic marketing, communications and business administration. Prior to joining EYE Lighting International of North America, Ms. Langa launched new products for Leading Lady Inc. to strengthen brand identity. Capitalizing on company's product innovations, she pitched story ideas resulting in numerous national print articles and television appearances. In a New Business Development capacity for Whole Health Management Inc., Ms. Langa analyzed healthcare requirements and developed detailed cost and budget models used to generate contracts for prospective clients. She also sold the indirect benefits and value proposition of having convenient, on-site clinics to provide proactive healthcare and disease management. These contracts outlined positive ROI for a wide variety of multimillion-dollar, on-site clinics designed and operated by Whole Health Management.

Ms. Langa earned a master's degree in Business Administration and bachelor's of science degree in International Business from Lake Erie College, Painesville, Ohio.

—more—

About EYE HORTILUX:

EYE HORTILUX™ branded products manufactured by EYE Lighting International of North America Inc. represent a complete line of exclusive High Intensity Discharge (HID) lamps. These lamps include High Pressure Sodium (HPS) and Metal Halide used to recreate the spectral distributions similar to natural sunlight to promote optimal plant growth. Used with magnetic and electronic ballasts, these lamps are favored in the industry as premium products among indoor growing enthusiasts and commercial greenhouses.

About EYE Lighting:

EYE Lighting International of North America, located near Cleveland, Ohio, is a manufacturer and distributor of state-of-the-art High Intensity Discharge and Halogen lighting products to serve commercial, industrial, utility and retail markets around the globe.

EYE Lighting International of North America is a subsidiary of Iwasaki Electric Co. Ltd., a Tokyo based, technology driven lighting conglomerate that manufactures more than 3,000 lighting products that include HID and Halogen lamps, lighting fixtures, electronics, communication equipment, ultraviolet and electron beam systems.

The shared culture of Iwasaki Electric Company and EYE Lighting of North America represents a world class manufacturing operation, global technology, and commitment to quality, new product development, with the goal of complete customer satisfaction. At Iwasaki, we are inspired by light, and the light we create tells our story.



####

