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News
For Immediate Release

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EYE Lighting International of North America, Inc. Announces the addition of a new, Compact 940-Watt Conversion Lamp to its existing HORTILUX™ ULTRA ACE™ Line of High-Pressure Sodium Lamps for the Horticultural Industry

CLEVELAND (March, 2004) --The EYE HORTILUX™ NHT940B/HTL/EN lamp is now packaged in a slim E25 jacket for use in narrow-width, optically controlled, state-of-the-art Horticultural fixtures. The bulb redesign expands the applications for using the EYE NHT940B/HTL/EN conversion grow lamp in fixtures that were too small for accommodating its large diameter BT56 bulb, offering a wider variety of fixture lighting options for the Horticultural industry.

The new compact EYE NHT940B/HTL/EN lamp converts a 1000-Watt Metal Halide Lighting System to a High Pressure Sodium Lighting System by simply changing the lamp. A one-dimensional (Metal Halide) Lighting System is easily and economically converted into a complete (Metal Halide / HPS) growing system that provides the full range of spectral energy required for all stages of plant growth and development.

The EYE NHT940B/HTL/EN conversion lamp features exclusive Iwasaki chemistry and global lighting technology to deliver 130,000 power-packed initial lumens, in the optimally selected energy spectrum, activating a continuous surge of plant growth through the flowering stage to full maturity.

EYE Lighting's complete line of grow lamps include industry leading HORTILUX™ Super HPS™ high pressure sodium lamps, HORTILUX™ Metal Ace™ metal halide conversion lamps, HORTILUX™ Ultra Ace™ high pressure sodium conversion lamps, and the new HORTILUX-BLUE™ daylight metal halide lamps.

The HORTILUX NHT940B/HTL/EN lamp is environmentally friendly in that it passes EPA, TCLP test criteria as non-hazardous waste.

EYE Lighting International of North America is located near Cleveland, Ohio, 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, and the goal of complete customer satisfaction. At Iwasaki we are inspired by light, and the light we create tells our story.

For more information, call (440) 350-7000, visit www.eyelighting.com, or write to: 9150 Hendricks Road- Mentor, Ohio 44060.

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