



EYE LIGHTING INTERNATIONAL OF NORTH AMERICA, INC.

A SUBSIDIARY OF IWASAKI ELECTRIC CO., LTD.

FOR IMMEDIATE RELEASE:

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A subsidiary of Iwasaki Electric Co., Ltd.
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New HORTILUX™ Metal Halide Lamps from EYE Lighting – High quality lamps for high quality plant growth

CLEVELAND (January, 2005) -- EYE Lighting International of North America, Inc. introduces HORTILUX™ Metal Halide horticulture lamps, which provide the required spectral energy for excellent vegetative growth. The EYE Hortilux™ Metal Halide series provides high initial and maintained lumen output that enhance the growing cycle in key plant categories.

HORTILUX™ Metal Halide lamps are available in three popular configurations: M400/HOR/HTL, a 400 Watt horizontal lamp with a BT37 bulb, M1000B/U/BT37/HTL, a 1000 Watt universal lamp with a BT37 bulb, and M1000B/BU/HTL, a 1000 W base up lamp with a BT56 bulb.

EYE HORTILUX™ lamps are designed with exclusive Iwasaki chemistry and technology that set new standards for plant lighting excellence. EYE Lighting's complete line of grow lamps include Hortilux Super HPS™ High Pressure Sodium lamps, Hortilux Metal Ace™ Metal Halide conversion lamps, Hortilux Ultra Ace™ High Pressure Sodium conversion lamps, HORTILUX-BLUE™ daylight Metal Halide lamps, and the new Standard Metal Halide grow lamps.

EYE Lighting International of North America is a wholly owned subsidiary of Iwasaki Electric Co. LTD., a Tokyo based high technology manufacturer. Iwasaki's principal operating area is illumination and its more than 3,000 different product offerings include lamps, lighting fixtures, electronics, communication equipment, and ultraviolet and electron beam systems. For more information, call (440) 350-7000, visit www.eyehortilux.com, or write to: 9150 Hendricks Road- Mentor, Ohio 44060.

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