



FOR IMMEDIATE RELEASE

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**LITTLEFOOTPRINT™ LIGHTING PARTNERS WITH LEDdynamics™
TO SHOWCASE STATE-OF-THE ART “ULTRA-GREEN”
LED TASK LIGHTING**

PHILADELPHIA, PA (LIGHTFAIR BOOTH #114), May 17, 2011 – LittleFootprint Lighting (LFL), a pioneer of sustainably designed LED task lighting products made in the USA from recycled materials, announced today it has partnered with LEDdynamics, provider of custom design and engineering solutions for LED lighting, to develop the highly efficient light source for LFL’s HeronLED Personal Task Light.

The HeronLED features a custom, replaceable MR-16 format LED light source developed by LEDdynamics to meet LittleFootprint Lighting’s precise performance specifications. Designed to provide maximum adjustability, the HeronLED delivers the right amount of warm white light to where the user needs it on the workspace and uses 7 to 10 times less energy than a comparable conventional desk lamp.

“The majority of existing LED task lights feature light sources that can’t be easily removed or replaced, so if the LEDs fade or fail, the whole fixture has to be thrown away. Our feeling has always been that even though LEDs do have a very long life, a truly sustainable design allows for easy replacement of the bulb if something goes wrong and/or for easy disassembly and recycling at the end of product life,” said Nancy Wahl-Scheurich, CEO of LFL. “We thought the MR-16 format lent itself well to this requirement, but we needed LEDdynamics’ expertise and flexibility to design an MR-16 that would meet our lumen output and light distribution requirements. They’ve delivered on all fronts and manufacture in the USA. We couldn’t be more satisfied with the partnership.”

“Providing the type of help LittleFootprint Lighting needed is one of our specialties,” said Zachary Treamer of LEDdynamics. “They had specific technical and cost requirements. Our engineers had the design, thermal management, and costing expertise to successfully meet their needs. Because we manufacture in the US, and maintain partnerships with key US suppliers, we were able to satisfy their strong desire to source materials and components, and manufacture domestically. We think the launch of the HeronLED is just the beginning of a long and successful partnership.”

LittleFootprint Lighting, Inc.

180 Old Graham Hill Road • Santa Cruz, CA 95060 • (831) 401-2007 phone • (831) 401-2007 x5 fax • www.lfplighting.com



Little Footprint Lightings' HeronLED Personal Task Light will be on display at LightFair in LEDynamics Booth #114 from May 17-19, 2011.

KEY FEATURES OF HeronLED Personal Task Light

- First desk-lamp made of recycled ABS plastic from e-waste
- Adjustable, ergonomic design
- Long life, "warm white" light
- *Replaceable* LED bulb
- Uses 7 to 10 times less energy than comparable conventional desk lamp
- Desk lamp and LED bulb designed and manufactured in USA

PRODUCT BENEFITS

- **Saves energy:** LED light source uses a fraction of the energy used by incandescent or CFL bulbs.
- **Lowers cost:** Immediate savings on electric bill and long-life of LEDs (17 years or longer) means lower bulb replacement cost.
- **More control:** Adjustable design lets user direct comfortable "warm white" light where it's needed, often requiring less "ambient" lighting and further reducing energy use.
- **Reduces landfill:** Made from recycled plastic and steel and designed for easy recycling at end of life. (Does not contain mercury)
- **Decreases carbon footprint of lighting:** Use of recycled materials and components sourced in the USA, and manufacturing locally, reduces carbon footprint of manufacturing process; lower energy usage when light is on reduces carbon footprint of end user.
- **5-Year Warranty**

About LEDynamics

LEDynamics is a leading company in the design and manufacture of leading-edge LED lighting products and components. The engineering and manufacturing facilities in Randolph, Vermont produce a wide variety of LED systems and components and maintain strict quality control. LEDynamics' LEDthinktank division provides custom product services, ranging from development to production, for OEM manufacturers, lighting designers, and related businesses wanting to provide LED-based products.

www.leddynamics.com

About LittleFootprint Lighting

Headquartered in Santa Cruz, California, LittleFootprint™ Lighting is a manufacturer of LED task lighting products that are made in the USA from recycled materials. Designed with ergonomic lighting in mind, LittleFootprint Lighting's products deliver the right amount of light where it's needed, whether in the office or at home, saving energy and helping to reduce eye strain. Environmentally friendly and user friendly, LittleFootprint Lighting's products are reasonably priced – to make high-quality LED task lighting affordable. www.lfplighting.com

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