

FOR IMMEDIATE RELEASE

Toronto, November 28, 2007 – Today, GO Lighting Technologies Inc., of Toronto, Ontario launched its GO FLL™ (Flat LED Lighting) energy effective lighting solutions ... that, the company says, will dramatically reduce energy costs for office, commercial and retail spaces while improving the quality of lighting and the working environment. The announcement will be made at the 2007 PM Expo in Toronto (November 28 to 30).

GO's President, Ron Content, expressed how confident he is that GO FLL™ is about to become the front-runner in lighting that is highly energy efficient and lighting effective for up to 50,000 hours. "GO FLL™ lighting solutions... Flat LED Lighting... has been demonstrated to reduce electrical costs by 20% or more when compared to legacy fluorescent lighting, and to generate substantially less heat, thus reducing HVAC costs."

"Building owners will be very pleased with the labour and material cost savings they realize with our GO FLL™ lighting technology, as they discover there's no longer any need to change ballasts, replace tubes and dust louvers or reflectors", adds Content.

He also stressed that GO FLL™ lighting systems serve as a 'green' solution to the industrial, commercial and institutional lighting needs of today.

GO FLL™ is earth friendly, and does not emit UV radiation or EMI. Unlike fluorescent tubes, it contains no toxic chemicals such as Mercury, Lead or Cadmium and is 100% recyclable.

GO FLL™ improves workplace ergonomics. Its flicker-free operation eliminates eye strain, headaches and other workplace complaints associated with fluorescent lighting. GO FLL™ provides a high level of consistency and uniformity of light across the true planar surface (only 23.5mm deep) meaning there are no light and dark areas on the fixture surface.

"Interior designers and contractors", noted Content, "will appreciate how many installation options they have with the flat panel design of GO FLL™ lights. They can be recessed into ceilings or walls, pendant-style, and T-bar or surface mounted. Mounting in any position (down, up, on wall, on angle) is easy.

Fitting them into tight spaces, or spaces without a plenum is also easy as the PSU (power supply unit) can be separated and located some distance away from the actual light unit where space is more accommodating. In addition, they maintain a low profile that's very conducive to spaces with low ceilings and they have a light dispersion characteristic that illuminates these spaces very effectively.

"When property managers find out how much GO FLL™ lighting can save them in energy bills, they'll want to know where they can get it", he says. GO Lighting Technologies Inc. is setting up distribution for all its lighting products throughout North America and is presently building a distribution network in South and Central America. With manufacturing operations in Korea, GO can meet the expected huge demand for its products.

The media room on the company's website (www.goenergyeffective.com) contains full information on the new GO FLL™ lighting solutions. High resolution photographs of GO FLL™ lighting up the interiors and exteriors of large buildings have been posted for downloading by media on the GO website.

GO Lighting Technologies Inc. supplies energy effective lighting solutions for commercial, industrial, institutional and residential applications throughout the Americas. In the next six months GO's product families will be expanding to include not only GO FLL™ Flat LED Lighting, but they will be introducing other energy effective technologies and products that address the lighting needs of business and industry.

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