

FOR IMMEDIATE RELEASE

Innovative Dual Downlight takes on Conventional Thinking

New York, May 5, 2009 – Today, GO Lighting Technologies Inc., of Toronto, Canada announced the release of its GO LED Dual Downlight, a patent-pending uniquely designed new generation LED downlight product. GO's President, Mr. Ron Content, made this announcement at the 2009 Light Fair in New York City (May 5 to 7).

Consisting of individually controlled main downlight unit and a side-light unit, this GO LED Downlight generates +1200 lm downward light flux and 150lm upward light for a total illumination value of +1350 lm at 3500K. This combination provides more than enough illumination for most downlighting applications and effectively eliminates the dark ceiling associated with most conventional potted downlights. It significantly improves the lighting environment and provides desirable light effect through the use of direct and indirect illumination while avoiding the harsh sharpness of CFL lighting.

The two light components are individually controllable through an available wall-mount controller. The side light can function as an architectural feature to illuminate the ceiling detail, and it can function as a night light by turning off the main downlight. "This is an ideal light for any environment that needs some light all of the time but large amounts of task directed light only some of the time" says Content. He sees the GO Dual Downlight as an excellent application for restaurants, and retail stores. "The 94 CRI and 3000K CCT will bring out the color and warmth that the interior, lighting and merchandise designers originally intended", he adds "without generating the heat of PAR and other incandescent lamps".

This compact unit is 7" wide at the lens and is designed for universal installation in any 6" diameter hole and can be retrofitted into any space occupied by a 6" downlight by simply removing the can and inserting the GO Dual Downlight in that space. The light unit itself is very low profile, at 0.66" deep flush against the ceiling, held there by a spring clip. The remaining 3.5" of the light unit sits above the ceiling in the plenum area, where the little heat that is generated is dissipated.

The dual light unit can be controlled independently through remote control, 0-10VDC dimmer, or other control system such as DMX512, RS232, etc.

The GO LED Downlight has an L70 life of 50,000 hours. It can reduce electrical costs by 60% or more when compared to legacy PAR30 lighting (+1000lm @ 3500K / 26W vs PAR30 1100 lm @ 3500K / 75W), and to generate substantially less heat, thus reducing HVAC costs. What modest heat is generated is contained in the plenum area – not at the task / work area. "As soon as we conclude the LM80 testing requirements we will be submitting to Energy Star for certification" says Content.

GO LED Downlight's flicker-free operation eliminates eye strain, headaches and other workplace complaints associated with compact fluorescent lighting. It will be offered in warm white (3000K), neutral white (3500K) and cool white (4200K) with volume deliveries scheduled for September 2009. All of GO's products have an L70 life of 50,000 hours, which means that they will retain 70% of their initial light output after 50,000 hours, or more than 11 years of operation at 12 hours / 7 days.

"Our customers will be very pleased with energy saving and the labour and material cost savings they realize with our GO LED Downlight, as they discover there's no longer any need to replace tubes, bulbs or reflectors", adds Content. "The energy savings on HVAC will be substantial because what little heat we generate does not make it below the ceiling", he adds.

Mr. Ron Content also stressed that GO LED Downlight is 'green' solution to the industrial, commercial and institutional lighting needs of today. GO LED Downlight does not emit UV radiation or EMI, so it can't fade or affect any product that is susceptible to UV rays. Unlike fluorescent tubes, it contains no toxic chemicals such as Mercury, Lead or Cadmium and has no disposal concern. The GO Dual Downlight will be submitted to Energy Star certification upon completion of the LED manufacturer's LM80 certification process, expected in the 4th quarter of 2010, and complies with Energy Star A requirements in all other aspects.

All these characteristics make GO LED Downlight an optimum solution to most downlight applications, especially for high quality lighting requirement areas, such as hospital, school, office, municipal applications, etc.

GO Lighting Technologies Inc. is setting up distribution for all its lighting products throughout North America and is also building a distribution network in Europe, Asia, South and Central America. "We welcome professional lighting specialists and direct sellers / remarketers and support their efforts with protected territories wherever we can", says Content.

The media room on the company's website (www.goenergyeffective.com) contains full information on the new GO LED 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.

About GO Lighting Technologies Inc.

GO Lighting Technologies Inc. is a Toronto, Canada based company and Energy Star partner. As a market leader in LED general lighting area, GO Lighting Technologies Inc. supplies energy effective lighting solutions for commercial, industrial, institutional and residential applications throughout Americas. The products include award-winning GO FLL™ flat panel lighting, LED Troffer, LED Downlights. Manufacturing is currently located in Korea. GO's new generation of products will be made in North America and will be NAFTA certified. Customer service is provided from head office in Toronto and distribution network across North America.

Contacts:

Ronald Content, President

Tel: (866) 571-7036

Tel: (416) 679-0259

Fax: (416) 679-9452

Email: r.content@goenergyeffective.com

Web Site: www.goenergyeffective.com