

## FOR IMMEDIATE RELEASE

### LED troffer to compete head-on with fluorescents

**New York, May 5, 2009** – Today, GO Lighting Technologies Inc., of Toronto, Canada launched its GO LED Troffer, a new generation energy effective LED lighting solution 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 was made at the 2009 Light Fair in New York City (May 5 to 7).

GO's President, Mr. Ron Content, expressed his confidence that the GO LED Troffer will be the front-runner in the LED general lighting category: "The GO LED Troffer is highly energy efficient and lighting effective with an L70 of 50,000 hours. It can reduce electrical costs by 20% or more when compared to legacy fluorescent lighting, and generates 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 LED Troffer, as they discover there's no longer any need to change ballasts, replace tubes and dust louvers or reflectors", adds Content. The GO LED Troffer is designed to be an alternative to fluorescent fixtures and is priced to achieve ROI in less than 4 years making it an ideal candidate for fluorescent replacement projects.

The new GO LED Troffer generates 3100lm (standard version) and 4200lm (high output version) light flux at 3500K CCT and CRI above 80. It is easily dimmable (needs no additional dimming components) and highly controllable through remote controller, 0-10VDC dimmer, or more advanced Zigbee system.

GO LED Troffer improves workplace ergonomics. Its' flicker-free operation eliminates eye strain, headaches and other workplace complaints associated with fluorescent lighting. GO LED Troffer provides a high level of consistency and uniformity of light across the illumination surface meaning there are no light and dark areas on the fixture surface and even distribution of light at task level. Uniformity of light is a characteristic of all GO products, "it does everything but eliminate glare completely", says Content, providing a very high quality of light with none of the complaints about glare associated with fluorescent systems.

Mr. Ron Content also stressed that GO LED Troffer serves as a 'green' solution to the industrial, commercial and institutional lighting needs of today. GO LED Troffer 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.

All these characteristics make GO LED Troffer an optimum alternative to conventional fluorescent lighting, especially for high quality lighting requirement areas, such as hospitals, schools, offices, IT processing environments, etc. The LED troffer will be submitted for Energy Star certification immediately following completion of the LED manufacturer's LM80 process, expected 1st quarter 2010; the GO LED Troffer complies with Energy Star in all other respects.

GO Lighting Technologies Inc. is setting up a distribution for all its lighting products throughout North America and is presently building a distribution network in Europe, the Middle East, South and Central America and welcomes inquiries from professional lighting specialists, distributors and resellers.

The media room on the company's website ([www.goenergyeffective.com](http://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, the 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) 679-0259

Fax: (416) 679-9452

Email: [r.content@goenergyeffective.com](mailto:r.content@goenergyeffective.com)

Web Site: [www.goenergyeffective.com](http://www.goenergyeffective.com)