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**Cleveland Lighting Company Has Bright Idea -- fresh2 Bulb
First Odor-Eliminating Light Bulb for Consumer Use**

(Aurora, Ohio) – Technical Consumer Products, Inc. (TCP), has introduced its newest product – fresh2 – a compact fluorescent light bulb that actually eliminates odors.

TCP is the leading developer and manufacturer of energy-efficient compact fluorescent lighting in the United States and one of the largest privately owned manufacturers of compact fluorescent lighting products and accessories in the world.

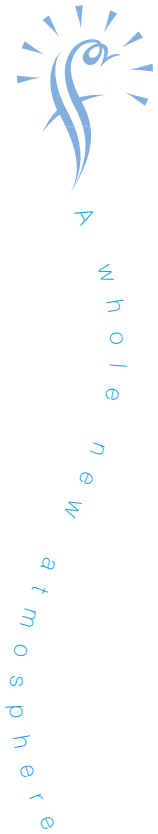
According to Ellis Yan, ceo of Technical Consumer Products, a special coating – Titanium Dioxide – is what enables the fresh2 bulb to break down odors. “We dip the lamp – the glass part of the bulb – into Titanium Dioxide, which forms a thin transparent film. When the surface of this coating is exposed to fluorescent light, which is given off by the bulb itself, it produces a photocatalytic reaction.” The reaction emits electrons, which are negatively charged particles. Simultaneously, positively charged holes form in their place on the glass surface, he explains.

“This creates very strong oxidizers that completely break down odors. The purifying process begins to work 10 minutes after the bulb is turned on.” Because the fresh2 bulb must be exposed to air to work effectively, Yan adds, it works very well in lamps with shades but not in fixtures that completely enclose a light bulb.

Fresh2 was put through extensive testing by Kyoto Laboratory, an independent testing firm in Japan.

The laboratory used two of the strongest and most recognizable elements available – ammonia and trimethylamine in the testing of fresh2.

Ammonia is a pungent, colorless, gaseous alkaline compound of nitrogen and hydrogen that is soluble in water. Trimethylamine is a colorless, toxic, flammable, alkaline gas with a strong fishy odor in lower concentrations and an ammonia-like odor in higher concentrations. Both of these elements were



introduced – one at a time and each independent of the other – into a 5-liter test chamber until the initial concentration was 30 parts per million. Then the contents of the chamber were introduced to two sample bulbs, covered with the same Titanium Dioxide as the fresh2 bulb.

According to Sharon Gallagher, TCP's CFL product manager, the residual gas concentration was measured at intervals of 10 minutes, 30 minutes, and one, two and five hours. "Overall, the results demonstrated the absorption rate of the ammonia and trimethylamine at nearly 90 percent within just 10 minutes. At the end of the five-hour test period, almost 100 percent of these two smells was eliminated."

As for the energy efficiency of fresh2, Gallagher says that Aurora International Testing, an independent testing laboratory, measured the longevity of TCP's compact fluorescent lamps (CFLs) and determined that they last, on average, approximately 10,000 hours, or nine years. "This represents a substantial savings over conventional incandescent light bulbs," she points out, adding that the odor-eliminating power of fresh2 lasts three years.

"Fresh2 is truly a multi-tasking light bulb," Gallagher adds. "It not only eliminates odors and provides comfortable light, it uses 75% less energy than standard bulbs and generates only one-tenth of the heat."

Fresh2 was introduced during the first quarter of 2004 in Toledo, Ohio, the national test market, with great success. It was recently featured in USA Today, The New York Post, Cleveland Magazine, Indianapolis Star and The Akron Beacon Journal, among many other publications, as well as on PBS's "Spotlight on Technology" and Paul Harvey's News & Comment.

Fresh2 is available only through a toll-free number – 866-fresh2x – and at www.fresh2.com. A package of two 23-watt fresh2 bulbs (comparable to 100-watt incandescent bulbs) is \$19.99, plus shipping, handling and sales tax.

Technical Consumer Products has historically developed and produced lighting products for commercial and industrial use. And although TCP has provided private-label lighting products for Home Depot and other large retail icons, fresh2 is its first foray into the consumer market with its own TCP-branded product.

Technical Consumer Products, established in 1986, designs and develops energy-efficient lighting products, including compact fluorescent lamps, emergency and exit lighting, commercial ballast products, fixtures and LED lighting sources. TCP is a primary supplier to some of the nation's top lighting manufacturers, as well as the Marriott, Hilton and Best Western hotel chains.