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Public Television's "Spotlight On Technology" Program to Feature fresh2 – the World's First Odor-Eliminating Light Bulb

AURORA, OHIO – The Public Broadcasting System (PBS) will feature fresh² – the world's odor-eliminating light bulb – on its popular national "Spotlight On Technology" program. Fresh², a compact fluorescent light bulb (CFL) that eliminates odors, is the newest breakthrough in lighting technology.

The fresh² segment features Sharon Gallagher, fresh² Product Manager, explaining how fresh² works. "A special Titanium Dioxide coating enables the fresh² bulb to break down odors. We dip the glass portion of the bulb into Titanium Dioxide to form a thin, transparent film on the bulb's surface. When that surface is exposed to the fluorescent light, which is given off by the bulb itself, it produces a photocatalytic reaction. This reaction creates extremely strong oxidizers that completely break down odors." The segment also includes a testimonial from a working mother who describes the applications and benefits of fresh² for her active and growing family.

Ellis Yan, President and CEO of Technical Consumer Products, the manufacturer of fresh², says, "We're proud of our company and are excited to have this wonderful opportunity with PBS to spread the word to consumers about this air-freshening innovation."

The fresh² video was distributed via satellite feed to PBS stations nationwide mid-June, 2004.

Consumers can purchase fresh² odor-eliminating light bulbs through its Web site (www.fresh2.com) and its toll-free number, 1-866-fresh2x.

Technical Consumer Products 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. TCP is a primary supplier to many of the nation's retail icons and lighting manufacturers, as well as the Marriott, Hilton and Best Western hotel chains.

fresh²

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