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Fresh² Takes Toledo, Ohio, by Storm! *Response Validates Choice of Toledo as National Test Market*

Cleveland, Ohio – The **fresh²** compact fluorescent light bulb garnered plenty of media attention during its official on-site test market debut in Toledo, Ohio, January 23-24.

Ellis Yan, ceo of Technical Consumer Products, Inc. of Aurora and creator of **fresh²**, appeared on WTOL-TV's popular two-hour "A.M. Saturday" program and was interviewed by three radio stations, including WKKO, WWWM, and WRVF. He was also interviewed by The City Paper. In addition, **fresh²** received coverage on WUPW-TV.

"We're thrilled with the enthusiastic response we're receiving from Toledo," Yan said. "It certainly validates our decision to use Toledo as our national test market for **fresh²**."

The introduction of **fresh²** included a series of special educational programs presented at middle schools and COSI Toledo. Because Thomas Edison was born in nearby Milan, Ohio, the programs tied Edison's light bulb in 1879 to Ellis Yan's creation of the **fresh²** light bulb 125 years later. The programs featured Ellis Yan; local Toledo actor Thom Sinn portraying Thomas Edison; and Jack Stanley, executive director of the Thomas Alva Edison Museum in Edison, New Jersey, who is America's foremost Edison scholar.

fresh²

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