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**PRESS RELEASE**

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**Local Lighting Company Creates**

**New Street Light That Cuts Energy Costs**

**and Creates Jobs!**

Green Rock Lighting, a lighting company known for its innovation and foresight in lighting technology, is pleased to announce the development of a new and environmentally green form of lighting that will cut street lighting budgets for cities considerably while simultaneously creating new jobs in the United States. These new efficient lights are now part of a pilot project to test them in the Cleveland area.

The Roadway/Area Lighting ILLUMENOS MAX Series form of LED lights\* are developed by inventor, entrepreneur, owner and founder of Green Rock Lighting, Tina Haddad are manufactured and assembled in the USA. They contain no mercury or lead and are efficient on electricity consumption. For instance, where the tradition light utilizes 400 Watts of electricity to operate, the new ILLUMENOS MAX will only consume 174 Watts. Other fixtures created operating at 250 or 150 Watts will only consume 117 and 83 Watts as well. These will effectively cut any city’s lighting bill with a savings from 43 - 65%. This savings will conserve energy and will ease the burden on the taxpayer where ever they may be placed. Along with being highly efficient, they are durable with low maintenance that will stand up to the wide range of weather that even stands up to hurricane conditions.

The project foresees replacing all of the Cleveland’s roadway/area light with LEDs reducing the city’s power consumption by 50 million kilowatt hours a year and cutting Co2 emissions by 25,282 tons annually. It would also shave millions from the city’s utility and maintenance bills. Cleveland currently spends approximately $12 million a year to power streetlights.

“Investing in LED streetlights will bring an immediate cost savings and will provide a significant return on our investment over the life of the streetlights,” said Brian Cummins, Ward 14, Cleveland City Council. “These ‘Made in America’ LED streetlights support the growth of the LED lighting industry in the U.S. and are creating quality green jobs here in Cleveland.”

Green Rock Lighting partners with Bridgelux, who manufactures the lighting source. Commenting on the relationship between the two companies, Ms. Haddad said, “The Chairman of the Board for Bridgelux, Bill Watkins and I share the same philosophy of bringing an industry back to this country.” She then continued about the dedication of this special partnership, “We do not import foreign product for distribution, nor do we assemble imported products to claim U.S. origin.”

Ms Haddad went even further and said, “Green Rock Lighting is poised to become a major exporter of Cleveland-manufactured high value goods to the world.”

Currently, these lights are being tested in various pilot programs within the local Cleveland area. During these pilot programs they test the lights in various communities for their effectiveness and efficiency.

**About Green Rock Lighting**

Founded by Tina Haddad in 2011, Green Rock Lighting is a Cleveland-based manufacturer of innovative LED Lighting fixtures focused on accelerating the adoption of LED into everyday life in homes, offices, factories and cities. Green Rock offers an LED alternative to reduce operating costs (energy and maintenance), address environmental concerns (no mercury), and increase safety and comfort of public spaces through improved illumination and better color quality- all without sacrificing aesthetic or utility performance.

Green Rock Lighting is also very concerned about the US economic problems and the tough times people are going through here. It spends considerable time to continuously create their lights here completely in the United States of America. This translates to all parts being made and assembled by American hands on American soil- always. Thus, in doing this, Green Rock has and will further continue to create new jobs while embracing new technology within the field of lighting. For further information regarding the company, their products and the efficiency of them please visit them online at <http://greenrocklighting.com/>.

**About Bridgelux**

Bridgelux is a leading developer and manufacturer of technologies and solutions transforming the $40 billion global lighting industry into a $100 billion market opportunity. Based in Livermore, CA, Bridgelux is a pioneer in solid state lighting (SSL), expanding the market for light-emitting diode (LED) technologies by driving down the cost of LED lighting systems. Bridgelux’s patented light source technology replaces traditional technologies (such as incandescent, halogen, fluorescent and high intensity discharge lighting) with integrated, solid state lighting solutions that enable lamp and luminaire manufacturers to provide high performance and energy-efficient white light for the rapidly growing interior and exterior lighting markets, including street lights, commercial lighting and consumer applications. With more than 600 patent applications filed or granted worldwide, Bridgelux is the only vertically integrated LED manufacturer and developer of solid state light sources that designs is solutions specifically for the lighting industry. For more information regarding Bridgelux, find them online at [www.bridgelux.com](http://www.bridgelux.com).

\*A light-emitting [diode](https://en.wikipedia.org/wiki/Semiconductor_diode) (LED) is a [semiconductor](https://en.wikipedia.org/wiki/Semiconductor) light-source that is used for indicator lamps in many devices and is increasingly used for other lighting.

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