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FOR IMMEDIATE RELEASE

NEXT Lighting To Launch Company and Announce Category-Leading LED Linear Replacement Lamp at LIGHTFAIR 2012

SAN FRANCISCO (May 8th, 2012) - NEXT Lighting Corp. will be launching the company and announcing its breakthrough linear replacement lamp NEXTLamp™ at LIGHTFAIR 2012 in Las Vegas, NV May 9th – 11th. The release of the NEXTLamp 4-foot replacement lamp is timed to coincide with the U.S. ban of energy-wasting T-12 fluorescent lamps on July 14, 2012. With over 500 million T-12 lamps still installed in the U.S., NEXT Lighting has made this conversion market its initial focus.

With its distinctive form factor, NEXTLamp provides a mercury-free lighting solution that is dimmable, quiet, and flicker-free, delivering an overall more pleasing lighting experience. The NEXT Lighting™ proprietary thermal and optical management system results in category-leading system efficacy, while enabling the LEDs to operate at a low temperature for extended life and stable color maintenance. With its unique ability to shape light distribution, the NEXTLamp is able to excel at some of the most challenging applications for linear lighting.

The NEXTLamp has been subjected to thorough product characterization at accredited ISO 17025 NVLAP laboratories, demonstrating substantial outperformance of the best T-8 fluorescent lamps. NEXTLamp's extremely high system and fixture efficacy enables an energy-saving drop-in replacement in the ubiquitous fluorescent fixtures. NEXTLamps have received accolades from initial customers, who are enjoying the energy savings and superior light quality provided by the lamp.

"We have initially focused on the fluorescent replacement lamp market, which many view as the 'holy grail' of LED lighting," said NEXT Lighting's CEO, Randall Sosnick. "With the forthcoming ban of the T-12 fluorescent lamps, we see a tremendous near-term opportunity for LED technology to establish a foothold in this very large market," continued Sosnick. "We've designed the NEXTLamp to provide compelling value to our customers as they make the transition from this legacy technology," he concluded.

About NEXT Lighting

NEXT Lighting was founded in 2009 with a vision to develop environmentally friendly solid-state lighting solutions that provide value not achieved with traditional fluorescent lamps. The company will be unveiling its breakthrough NEXTLamp this week at LIGHTFAIR. To learn more about NEXT Lighting, visit www.nextlighting.com or e-mail info@nextlighting.com. NEXT Lighting, NEXTLamp, and the NEXT Lighting logo are trademarks of NEXT Lighting Corp.

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