



FOR IMMEDIATE RELEASE

Contact: Gianna O’Keefe
BetaLED®
(262) 884-3305
gianna_okeefe@beta-kramer.com

Caryn Melton
PR Counsel
(414) 305-5541
caryn_melton@yahoo.com

Los Angeles LED Street Light Program Estimated to Save \$10M Annually
City approves LEDway™ streetlights to take part in the Nation’s largest retrofit project

STURTEVANT, WIS. – (September 15, 2009) The City of Los Angeles approved LEDway™ streetlights from BetaLED® to replace modern cobrahead fixtures in local and residential neighborhoods as part of the green streetlight program.

The City’s plan includes retrofitting a total of 140,000 high-pressure sodium (HPS) luminaires to LED technology over the next five years. It’s estimated LED streetlights will reduce the City’s energy usage by 40 percent and lower carbon dioxide emissions by 40,500 tons per year or the equivalent of taking 6,700 cars off the road. The City will save approximately \$10 million annually from a combination of reduced energy usage and lower maintenance costs.

“Congratulations to the City of Los Angeles for creating an initiative that provides a safer and more environmentally sustainable community for its citizens,” said Al Ruud, president of Ruud Lighting, Inc. “We’re excited that LEDway streetlights are a part of the largest LED street lighting retrofit program to date. The project validates that LED technology is ready for the mainstream.”

The green streetlight program, developed in collaboration with the Clinton Climate Initiative (CCI), is funded by a combination of energy rebates, the street lighting assessment fund and loans and will be repaid throughout a seven-year period using the savings gained from the retrofit. By the eighth year, the City will see an annual savings of \$10 million.

The City of Los Angeles is leading by example and making a significant impact to fight the effects of climate change,” said Ed Ebrahimian, General Manager of the Bureau of Street Lighting. “After an expansive test of LED luminaires from various manufacturers, BetaLED products met or exceeded the expected performance, cost savings, and sustainability goals of this project.”

-More-



2-LEDway approved for largest LED street light program

Significant benefits of LEDway streetlights include:

- Lower Total Cost of Ownership.** With reduced energy and maintenance costs, LEDway streetlights deliver lower total cost of ownership, freeing up money for other budgetary or capital expenses.
- Energy Cost Savings.** Energy savings from LEDway streetlights is typically 40-60 % compared to HPS systems. Lighting controls using wireless and power line carrier technology can be added to further enhance overall energy savings from LED systems.
- Near Zero Maintenance.** All cities found LEDway streetlights provide significantly longer life ratings and therefore require virtually no maintenance, giving them additional savings from not having to relamp or replace fixtures.
- Safer, Cleaner Light.** LED lights produce a white light with a dramatic improvement in color rendering. With proper optical control, greater uniformity is achieved, eliminating dark spots between fixtures and creating a safer environment for vehicle and pedestrian traffic.
- No Hazardous Materials.** LEDway streetlights are Restriction of Hazardous Substances (RoHS) compliant and contain no mercury or other hazardous substances compared to traditional sources that present potentially hazardous disposal and environmental issues.
- Reduce Light Pollution.** LEDway streetlights comply with IESNA and International Dark Sky Association guidelines. Patented NanoOptic™ technology within LEDway directs light into target areas, without spilling onto neighboring properties or into the night sky.
- Reduces the Carbon Footprint.** With their energy efficiencies and leading technologies, LED streetlights cut waste and reduce the amount of energy used, thereby reducing a municipality's carbon footprint. People can feel better that they are only using what they need.
- Reduce, Reuse, Recycle.** LEDway products are made using a total of 20-25% (by weight) post consumer recycled materials (aluminum castings and extrusions). Seventy percent (by weight) of LEDway components are aluminum castings and extrusions that are readily recyclable. Corrugated packaging is 100% recyclable.
- Show Tax Dollars at Work.** Energy-efficient LED streetlights are a visible example cities can use to show citizens how tax dollars are invested in energy-saving initiatives. Cities will improve their bottom line and create a better environment for its citizens.

###



About LEDway Streetlights

LEDway streetlight products are sold under the BetaLED brand. BetaLED, a premium manufacturer of LED exterior lighting and a division of Ruud Lighting, Inc., provides the lighting market with high-quality, specification-grade luminaires for exterior lighting applications. Outside the United States, LEDway products are sold under the Ruud Lighting brand. For additional exterior LED lighting information, visit www.LEDwayStreetlights.com.

About GREEN LA

By reducing energy demand and displacing the use of dirty coal, the [LED Street Lighting Program](#) furthers Mayor Villaraigosa's goal of turning Los Angeles into the greenest big city in the country. On May 15, 2007, Mayor Villaraigosa unveiled GREEN LA – An Action Plan to Lead the Nation in Fighting Global Warming. GREEN LA sets Los Angeles on a course to reduce the City's greenhouse gas emissions 35 percent below 1990 levels by 2030, going beyond the targets of the Kyoto Protocol and representing the most ambitious goal of any large US city. The cornerstone of GREEN LA is increasing the City's use of renewable energy to 35 percent by 2020. Clinton Climate Initiative

About Clinton Climate Initiative

In August 2006, the William J. Clinton Foundation launched the [Clinton Climate Initiative](#) (CCI) to make a difference in the fight against climate change in practical, measurable and significant ways. In its first phase, CCI is serving as the exclusive implementing partner of the C40 Large Cities Climate Leadership Group, an association of large cities around the world that have pledged to accelerate their efforts to reduce greenhouse gas emissions. CCI's Outdoor Lighting Program works with C40 partner cities to improve the energy efficiency of street and traffic light systems through a combination of technical, purchasing and project assistance.