

LED SOURCE

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LED LIGHTING SHINES IN NEWLY RENOVATED STARBUCKS® IN TIMES SQUARE

(Wellington, Fla.)---Three distinct companies came together recently to share their expertise and take part in the renovation of Starbucks' new flagship location in the heart of New York City's Time Square Theatre District. Looking to build a store that incorporates distinct design elements from the surrounding neighborhood, Starbucks turned to New York-based Focus Lighting, an award winning architectural lighting design firm. In understanding Starbucks' objectives, Focus Lighting knew LED lighting would meet their needs best and called upon Wellington, Fla.-based LED Source®, an international supplier of LED lighting that specializes in full-scale evaluations and retrofits.

"LEDs are the most energy efficient lighting solution on the market," said Joe Zamore, vice president of business development for LED Source. "They cut costs on energy bills and maintenance fees, while still offering brilliant, functional lighting."

Anticipated to be one of the coffee giant's busiest stores, Starbucks Time Square has a distinctive design that has been inspired by images of old Broadway and is a testament to the rich history of the area's Theatre District.

Staying true to Starbuck's new "neighborhood concept design" program, Focus Lighting lit the new store as if it were a theater stage set, reminiscent of old Broadway in appearance. Signature theatrical elements including Fresnel lighting fixtures, equipped with LED lamps and barn doors, are mounted on triangular trusses. The energy-efficient LED accent lighting is

integrated into the shelving and canopy. Additionally, the Starbucks letters inside the store have been backlit to create a warm glow.

To generate this look, renowned lighting designers Paul Gregory, Brett Andersen and Joshua Spitzig from Focus Lighting worked with LED Source to utilize the latest generation in LED lamps from Toshiba, one of the largest lighting companies in the world.

“The Starbucks Times Square location is a true showcase for world-class design, and Toshiba is proud to be part of enhancing the Starbucks customer experience,” said Ken Honeycutt, senior vice president and the chief venture executive for Toshiba International Corporation’s LED Lighting Systems Division. “We are extremely proud that Focus Lighting and LED Source selected Toshiba LED lamps. It is truly an honor to illuminate such a prestigious location for Starbucks – bathing the interior with beautiful lighting while reducing energy and maintenance costs.”

Since Starbucks initiated their own Energy Conservation program, each of their stores has set out to reduce their energy consumption by 25 percent by 2015. Starbucks Times Square meets the U.S. Green Building Council’s LEED® certification program.

The store utilizes 73 Toshiba LED PAR30 lamps at 16.3 Watts and 55 Toshiba LED MR16 lamps at 6.7 Watts throughout the space.

“Toshiba’s PAR30 lamps last on average 25 times longer than traditional bulbs and use up to 75 percent less energy than halogens, while the LED MR16 lamps last up to 20 times longer and use up to 80 percent less energy than halogens,” Zamore said. “Each of the bulbs contain no mercury or lead and emit up to 70 percent less UV light compared to halogens.”

The products chosen also aligned with the design goals. “The PAR30 lamps were perfect in trying to create an image of old Broadway. The delicacy of our aiming will stay for years to come because of the low maintenance cycle of this lamp,” said Paul Gregory, president of Focus Lighting.

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About LED Source®:

Founded in August 2005 by Marcel Fairbairn, LED Source® is a national and international supplier of LED lighting that specializes in full-scale evaluations and retrofits through its Retrofit Division, in addition to providing consultation all the way through to supply on new projects within their Architectural and Entertainment Divisions. Additionally, the company launched a franchise program in October 2009 and expects to have a network of 150 franchise offices throughout North America within three years. For more information, please visit www.ledsource.com.

About Focus Lighting

Focus Lighting is an award-winning 30-person architectural lighting design firm based in New York City. Founded in 1986 by Paul Gregory, Focus Lighting works with world-renowned architects and designers on a variety of projects from large entertainment and retail facilities, to hotels, restaurants, and high-end residences. Among these projects are Crystals at CityCenter (Las Vegas) designed by Daniel Libeskind and Rockwell Group and the 100th and 101st Anniversary Times Square Ball. Focus Lighting strives to provide architects and owners with innovative, well-designed lighting tailored to each individual project design.

www.focuslighting.com

About Toshiba International Corporation's LED Lighting Systems Division

Toshiba International Corporation's LED Lighting Systems Division provides the North American market with a variety of high efficiency LED products. Drawing upon Toshiba's 120-year heritage of lighting innovations in Japan and world class electronic and semi-conductor technologies, the LED Lighting Systems Division is emerging as a leader in solid state lighting. The LED Lighting Systems Division is committed to providing lighting solutions that enhance the quality of life and meet the diverse needs of its customers. Further information is also available online at www.toshiba.com/lighting.

About Starbucks

Starbucks Coffee has been a time-honored tradition since they opened their first coffeehouse in Seattle back in 1971. Since that time, the company has established more than 17,000 retail locations in over 50 countries and connects with millions of customers every day. For more information, visit www.starbucks.com.