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**TOSHIBA INTRODUCES INNOVATIVE A19 LED LAMP
WITH TRADITIONAL LIGHT BULB SHAPE, OMNIDIRECTIONAL LIGHT**

New 40-Watt Equivalent Lamp Offers 'The Best of All Worlds'

Toshiba International Corporation, November 16, 2011 – Toshiba International Corporation announced today that it is introducing an innovative 40-watt equivalent A19 LED lamp with all the best lighting features.

Unlike many other LED lamps launched to date, Toshiba's A19 boasts a more traditional light bulb shape – a feature that research shows is important to lighting designers, specifiers and consumers. Toshiba's new A19 lamp is manufactured with patented technology enabling omnidirectional light distribution that is similar to an incandescent lamp. The lamp is also dimmable and comes in 2700K and 4000K color temperatures.

"Toshiba's LED lamps feature beautiful light and a beautiful design," said Ken Honeycutt, Senior Vice President at Toshiba International Corporation and the Chief Venture Executive for Toshiba LED Lighting Systems Division. "Toshiba's LED lamps really do offer the best of all worlds."

Manufactured to ENERGY STAR® performance levels and undergoing ENERGY STAR® testing now, Toshiba's A19 LED light bulb lasts up to 40 times longer than incandescent lamps and reduces energy use by more than 75 percent. The lamp features a 450-lumen output, reaches full brightness instantly, and contains no mercury or lead.

"With Toshiba's LED lighting, you get everything you could want in a lamp," said Peter DallePezze, Vice President of Marketing and Product Development, Toshiba International Corporation LED Lighting Systems Division. "You don't have to sacrifice lighting quality for energy savings."

The lamp is backed by Toshiba's 120-year history in lighting and its deep commitment to LED technology. As one of the largest lighting companies and LED lamp manufacturers in the world, Toshiba is dedicated to creating high quality light, while keeping energy consumption low.

To demonstrate this commitment and reinforce the idea that LED technology is the future of lighting, Toshiba abandoned production of incandescent light bulbs in March 2010. Toshiba is the first major lighting manufacturer to proactively discontinue the production of incandescent light bulbs in favor of energy-efficient LED lamps.

"We are 100 percent focused on LED lighting and completely committed to making it the prominent technology in the lighting industry," Honeycutt said. "Using our extensive experience in both the electronics and lighting industries, we are leading the technology revolution in the lighting world."

Exemplifying Toshiba's commitment to LED lighting, 25 of the company's long-lasting, high quality, energy-efficient LED light bulbs recently received the U.S. Environmental Protection Agency's ENERGY STAR label. In order to qualify for ENERGY STAR certification, light bulbs must use up to 75 percent less energy and last at least 15 times longer than comparable incandescent lighting.



About Toshiba International Corporation

Toshiba International Corporation (TIC) is a Toshiba America Inc. (TAI) Group Company, a wholly owned subsidiary of Toshiba Corporation. TIC is headquartered in Houston, Texas and employs approximately 1,100 people. TIC provides application solutions to a wide range of industries including lighting systems, industrial, power systems, and transmission and distribution systems. For more information about TIC, please visit www.toshiba.com/ind.

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.