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TOSHIBA ENTERS LED LIGHTING FIXTURE MARKET
Toshiba Brings Expertise, 120-Year Heritage in Lighting to Growing Market

Toshiba International Corporation, February 13, 2012 – Toshiba International Corporation (Toshiba) announced today that it is launching energy-efficient, long-lasting LED luminaires for roadway, area, and high- and low-bay lighting applications.

Conventional High Intensity Discharge (HID) lighting, such as high-pressure sodium or metal halide, requires frequent maintenance and high wattage usage. In contrast, Toshiba's LED luminaires have a rated life of 60,000 hours or 12 to 14 years, six times as long as metal-halide and twice as long as high-pressure sodium products. As a result, LED luminaires provide one of the lowest life cycle costs of any lighting technology.

“To meet the market's growing demand for high-quality, energy-efficient lighting products, we believe now is the right time to enter the fixture market,” said Peter DallePezze, Vice President of Marketing and Product Development, Toshiba International Corporation LED Lighting Systems Division. “We are able to deliver a superior line of LED lighting products because of our 120-year lighting heritage in Japan combined with our extensive knowledge and expertise in the electronics and semiconductor business.”

Toshiba entered into an agreement with San Antonio, Texas-based GreenStar Products, Inc. to produce the LED luminaires, and Toshiba is now marketing, selling and distributing these products in the United States, Canada and the Caribbean.

“GreenStar is a company dedicated to delivering outstanding quality and innovative products while preserving our planet through the efficient use of resources,” said Ken Honeycutt, Senior Vice President at Toshiba International Corporation and the Chief Venture Executive for Toshiba LED Lighting Systems Division. “It is this common drive that led us to choose GreenStar for this alliance. Together, we will produce highly advanced, eco-friendly, and cost-saving LED lighting systems all backed by Toshiba's trusted reliability.”

The roadway and area lighting can be pole- or wall-mounted and accommodate a 50-degree tilt to meet lighting demands in a variety of applications. The high- and low-bay lighting can be mounted to a ceiling or canopy. These lighting systems produce both square and oblong beam patterns and are best suited for warehouse, cold storage, gymnasium, under-bridge, and parking garage lighting.

The innovative product designs for these LED luminaires include advanced photometric controls that deliver superior light distribution and greater uniformity than conventional HID lighting. They are also available in a broad range of outputs, providing the ability to specify the appropriate light level for every application. In addition to reduced energy consumption and long product life, these luminaires contain no mercury or lead, making them an attractive environmentally friendly lighting solution.

“Our customers are looking for ways to reduce energy and maintenance costs, and LED luminaires allow them to do just that while also improving light quality,” said Mark Altomare, Vice President of Business

Development at Toshiba International Corporation LED Lighting Systems Division. “We see tremendous opportunities to serve a variety of markets, including municipalities, utilities, departments of transportation, and corporations with these new products. For example, there are roughly 100 million street lights in the United States alone.”

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. One hundred percent of Toshiba’s current lighting product offering and lighting product development in the U.S. is based on LED technology.

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.