

FOR IMMEDIATE RELEASE

PR Contact:
Mittie Rooney
301-602-8709

TOSHIBA INTRODUCES MORE POWERFUL LED LAMPS

New LED Lamps Replace 35W and 90W Halogens, Offer Beautiful Light and Big Savings

Toshiba International Corporation, January 25, 2012 – Toshiba International Corporation announced today that it is introducing new PAR38 and MR16 lamps that offer higher lumen output while still providing huge energy savings when compared to similar lumen halogen bulbs.

Toshiba's new PAR38 1100 Series is a direct replacement for 90 to 110W halogen lamps, offers outputs of up to 1170 lumens and uses up to 75 percent less energy than halogens. Toshiba's new MR16 450 Series is a direct replacement for 35W halogen lamps, offers lumen outputs of up to 475 lumens, and uses up to 80 percent less energy than halogens.

Both models are dimmable, contain no mercury or lead, and last up to 20 times longer than halogens. In fact, based on an average use of three hours a day, Toshiba's MR16 is rated to last 22.8 years, and its PAR38 is rated to last 36.5 years. The lamps are also specially designed to fit most gimbal rings, which means they can be used in existing fixtures.

"These more powerful, state-of-the-art lamps offer exciting new lighting opportunities," said Peter DallePezze, Vice President of Marketing and Product Development, Toshiba International Corporation LED Lighting Systems Division. "They are ideal for providing bright, beautiful lighting to entryways, stairways, lobbies, and reception areas."

Among the lamps benefits:

- They can be set higher in a room without sacrificing light quality or be placed farther away from the wall for track lighting, as a result of higher lumen outputs;
- Designers can earn LEED certification points for new and existing structures, as a result of the increased energy savings when compared to halogen bulbs;
- Homeowners can lower their energy bills without sacrificing the cozy and familiar feel they enjoy with halogen lamps.

"These lamps offer attributes that lighting designers, architects, engineers, facility managers, and consumers want most in a lamp – gorgeous lighting, flexibility in design, dependability, incredibly long life, and enormous energy savings," added DallePezze. "These innovative lamps truly meet the high standards that our customers expect from Toshiba's LED lighting."

The PAR38 1100 Series is available in 2700K, 3000K, 3500K, and 4000K and the MR16 450 Series comes in 2700K, 3000K, and 4000K color temperatures. Both are also available with beam angles of 25 or 35 degrees.

The lamps are backed by Toshiba's 120-year heritage as a preferred lighting manufacturer in Japan and by Toshiba's reputation worldwide as a reliable manufacturer of quality electronics products. 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.

To demonstrate their commitment to LED technology as the superior choice for lighting, Toshiba abandoned production of incandescent light bulbs in March 2010. Toshiba was the first major lighting manufacturer to proactively discontinue the production of incandescent light bulbs in favor of energy-efficient LED lamps.

Further exemplifying Toshiba's commitment to producing high-quality, energy-efficient LED lighting, 35 of the company's 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 1,200 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/tic.

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.