



For Immediate Release

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TCP Introduces New CFL Products at LIGHTFAIR® International

Aurora, Ohio – (May 17, 2011) –TCP, the leader in compact fluorescent lighting (CFL) products, introduces an extensive array of new CFL products at the LIGHTFAIR® International trade show. These exciting new products further enhance TCP’s industry-leading line-up of energy efficient CFLs and pave the way for a smooth transition for the government mandated move away from inefficient incandescent light bulbs.

The Tru Series product line-up - TruDim™, TruStart™ and TruLight™ - is TCP’s new high-performance family of products designed to provide energy efficient CFLS with a longer life, instant-on, full-dimming, and improved color rendering.

“These lamps combine powerful performance with intelligent design.” said Jim Crowcroft, Vice President of Marketing. “TCP’s Tru Series performs just like an incandescent, but provide the highest levels of energy efficiency and long life.”

Leading off is TruDim, the only CFL with a dimming range from 100% to 2%. This lamp delivers the longest rated life for dimming products at 12,000 hours, reaches full brightness in seconds and has on/off capabilities at low dim levels. Using patent-pending TCP technology, these new CFLs utilize unique GreenChip™ micro-chip componentry to better manage lamp voltage, resulting in unprecedented dimming performance.



TruStart provides an extremely fast run up time of 15 to 20 seconds, is rated for an unparalleled 20,000 hours, and is compatible with Occ sensors.

TruLight is our new color enhancing CFL. These lamps are designed to enhance the color in areas such as restaurants, hospitality, and residential applications where a warmer light and atmosphere are desired. This is accomplished by utilizing an enhanced 2700 kelvin phosphor that improves R9 red which increases CRI for better color retention.

All of the new TCP CFL products are tested and certified to meet or exceed FCC, UL and RoHS requirements. TCP currently has over 100 products which have earned the US Department of Energy's "ENERGY STAR" designation. TCP is also proud to have received the "ENERGY STAR Partner of the Year" award in 2010.

TCP is the global leader in energy efficient lighting innovations dedicated to creating high-quality products that are brighter, longer lasting and better for the environment. From its U.S. headquarters outside Cleveland, Ohio, the company markets a variety of energy efficient lighting products for professional, specifier and consumer markets under several brands including TCP, TCP Pro, SpringLight™, DuraBright™, Lightstyles™ and TCP EcoVations™. TCP's extensive product line includes compact fluorescent lamps (CFLs), LED lamps and fixtures, halogen lamps, cold cathode lamps, exit and emergency lighting, HID, decorative and outdoor fixtures, as well as a linear fixtures, lamps, and ballast offerings. TCP is a privately held company employing more than 200 people in Northeast Ohio. For more information, visit us at www.tcpi.com or call (800) 324-1496.

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