

FOR IMMEDIATE RELEASE:

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**World's Brightest^s LED Flashlight Upgrade Announced by
TerraLUX Inc.**

Boulder, CO, – TerraLUX[®] has announced a 600 Lumen LED light bulb upgrade which replaces the standard incandescent bulb in Maglite[®] D cell (4, 5 or 6 Cells) flashlights and the Mag Charger[®] rechargeable flashlight*.

The TLE-300 upgrade fits into and converts these flashlights into what is believed to be the brightest LED flashlight available, setting a new performance milestone in flashlight brightness. TerraLUX uses three of the brightest single-chip LEDs available to accomplish this goal. The light output of the TLE-300 is greater than a conventional 50 Watt MR-16 halogen light bulb.

“Now that a Maglite[®] owner can upgrade his or her flashlight with the affordable TLE-300, there is no need to spend hundreds of dollars on high-end, so called tactical flashlights. Anyone can upgrade their inexpensive, high-quality Mag Instruments product and enjoy an extraordinary, bright, portable, energy saving product unlike anything that has come before.” according to Carl Kalin, VP of Marketing and Sales at TerraLUX.

The TLE-300M and MR represent the first price performance breakthrough in a series of LED light engines and flashlights to be offered by TerraLUX. The product contains sophisticated electronics to regulate the light output of the LEDs and control their temperature to avoid significant degradation.

This product is available immediately at authorized TerraLUX resellers. See www.TerraLUXcorp.com for a list of resellers.

Note. Advertisers frequently refer to candlepower (as in 1 million candle power light!) However, candlepower is a nearly meaningless measure of the brightness of a small spot of light, not the total light output. Even a single candle, focused to a tiny spot can achieve an outrageously high candlepower number. In contrast, lumens is a

measure of total light output usable by the human eye. TerraLUX prefers to rate its products in Lumens, rather than candlepower or the usual Watts referred to for incandescent bulbs. The latter is only a measure of energy consumed, not light given off.

TerraLUX designs and manufactures TerraLUX LED Light Engines[®] to serve a variety of applications ranging from upgrading industry standard flashlights to surgical instruments like laryngoscopes and dental headlamps. These improvements replace existing incandescent bulbs with very high efficiency, maintenance-free, pure white light. Markets currently serviced by TerraLUX LED light engines include industrial, medical, dental, automotive and hardware.

For additional information on TerraLUX, contact Carl Kalin, VP Sales and Marketing at CKalin@TerraLUXCorp.com, 1-866-498-1564 or visit www.TerraLUXCorp.com

About TerraLUX, Inc., 4725 Nautilus Ct South Unit 2, Boulder, CO 80301.

TerraLUX, Inc. designs, patents, manufactures and distributes LED and related technology in a variety of OEM, industrial and consumer markets including portable lighting for professional, medical, automotive, industrial, and commercial use.

***Disclaimer:** TerraLUX is not affiliated with Mag Instrument, Inc., which owns the MAG-LITE[®] and MINI MAGLITE[®] trademarks and the trademark on the shape, style, and overall appearance of the MINI MAGLITE[®] flashlight. Mag Instrument, Inc.'s trademarks are used here only to identify the flashlights with which TerraLUX intends its products to work. TerraLUX's products are not made, endorsed, or sponsored by Mag Instrument, Inc.

[§] Commercially Available.

