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**NEW LED-BASED HOLIDAY LIGHTS
DESIGNED TO STAY LIT
FOR 20 YEARS**

Yardley, PA - A new type of decorative holiday light has been designed to stay lit for over 20 years and will be available at retail outlets around the country this year for Christmas. The lights, *Forever Bright*^R developed by Fiber Optic Designs of Yardley, PA, use light emitting diodes (LEDs) instead of conventional incandescent bulbs.

"The FOREVER BRIGHT lights are designed to stay lit for up to 200,000 hours," says Dave Allen, President of Fiber Optic Designs. "That means that you can run these lights 24 hours a day, 365 days a year, and they will last for more than 20 years. Just imagine how long they will last when they are only used for a few hours a day during holiday seasons."

Traditional holiday lights, which constantly burn out, pass electricity thorough a filament that glows due to electrical resistance. This in turn produces light. To the consternation of consumers, the already short life span of the thin incandescent filament is shortened even more

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when it is bumped or jostled or simply turned on and off.

LED lights, however, do not use a filament. Instead, light is created by passing low voltage current through semi-conductor chips, causing them to glow. LEDs can be jostled, packed, unpacked, or turned on and off continuously without shortening the life span of the light.

"Incandescent bulbs, by design, conduct electricity poorly. This is what makes them produce light," adds Allen, "but it also creates heat. The LEDs create much less heat. In fact, they only produce one degree Fahrenheit more heat than ambient room temperature. This makes them much safer than traditional bulbs, which can become a fire hazard when they heat up."

FOREVER BRIGHT lights save energy as well - 80-90 percent less energy consumption than traditional bulbs. "If illuminated for 24 hours a day, the FOREVER BRIGHT lights will save the consumer nearly 30 kilowatt hours per month. Multiply that by the life span of the lights, and FOREVER BRIGHT lights will save the consumer tremendous amounts of money," adds Allen.

Even though the LEDs use a much lower voltage than traditional bulbs, they can be plugged into a standard

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outlet without the use of a transformer. The bulbs are made of a solid state epoxy that won't break like normal bulbs and are Underwriters' Laboratories (UL) approved for indoor or outdoor use.

"The UL approval is extremely important to both retailers and consumers alike," adds Allen. "Now, consumers have a safe, energy efficient alternative to traditional holiday lights that will not have to be replaced every year."

Headquartered in Yardley, Pennsylvania, Fiber Optic Designs research and development facilities are located in La Jolla, California. The company operates sales offices out of its Yardley, PA headquarters as well as the International Marketing Corps' showrooms and offices nationwide.

Further information about *FOREVER BRIGHT* decorative lights can be obtained by contacting International Marketing Corporations headquarters at 1-800-683-9162, or by contacting Fiber Optic Designs, 704 Floral Vale Boulevard, Yardley, PA 19067, 215-504-1964, or on the World Wide Web at www.foreverbright.com

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