

FOR IMMEDIATE RELEASE

For Further Information,
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**FOREVER BRIGHT® DECORATIVE LIGHTS
DESIGNED
FOR HOLIDAY LIGHTING SAFETY**

Yardley, PA - Forever Bright® holiday and decorative lights, announced by Fiber Optic Designs, stay cool to the touch, regardless of the length of time they are illuminated.

Conventional decorative and holiday lights use incandescent bulbs as their source of illumination. Electricity is passed through a filament in the bulb that, by design, conducts electricity poorly. The electrical resistance causes the filament to get hot enough to glow, producing light. However, the glowing filament also produces heat, and with it comes the associated risk of fire. This process of producing light from electrical resistance, called incandescence (the emission of visible light by a hot object), has remained unchanged since its introduction in 1879 by Thomas Edison.

The fire risk associated with incandescent-based lighting products is magnified during the holiday season.

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Heated light bulbs make contact with flammable materials -- such as dry pine needles, curtains, wrapping paper, dormant trees, wood siding and roofs -- creating hazards both inside and outside the home. As incandescent bulbs in traditional light strings begin to burn out the excess electrical current is absorbed by the remaining bulbs, causing them to become hotter, and thereby increasing the hazard. This is called the cascading effect.

Forever Bright decorative lights do not use electrical resistance as a source of illumination. They don't produce excessive heat nor are they subject to the cascading effect, thereby reducing the risk of fire.

Forever Bright lights use tiny semiconductors as their light source. Small amounts of electricity pass through an LED (Light Emitting Diode) with very little resistance. This creates energy efficient light without excess heat. Forever Bright lights not only stay cool to the touch when lighted, they remain one degree above the ambient temperature of their surroundings, regardless of how long they stay on.

According to company president, David Allen, "Too

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often, house fires during the holiday season are traced to decorative lights. In fact, a few years ago, entire lines of decorative lighting products were recalled because of the hazards they produced. Now the public has a safer, more energy efficient alternative to traditional holiday lights. And, because Forever Bright's "light bulbs" are constructed of solid epoxy, they are also more durable."

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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