

**ECOSENSE™ ECOSPEC™ LANDSCAPE MINI-FLOOD HELPS
THE VANILLA ICE PROJECT SHINE**

Promotes Overall Benefits of LED Lighting on New DIY Network TV Series

EcoSense Lighting's economical, environmentally responsible LED fixtures are showcased this season on *The Vanilla Ice Project*, a new home-improvement series airing on the DIY Network. Fixtures from the company's EcoSpec™ Landscape line were supplied by national distributor LED Source™ to bring focus and drama to the updated landscape plan of a Palm Beach, Florida mansion under renovation by rapper Vanilla Ice and his crew of contractors.

Best known for his 90's pop/rap hits, Vanilla Ice (aka Robert Van Winkle) also brings more than 15 years of home improvement experience to the series. Throughout the season, he supervises a full range of enhancements to the 7,000-square-foot home inside and out. In the episode *Nice, Nice Landscaping*, EcoSense EcoSpec Landscape fixtures take the home's curb appeal to the next level, highlighting newly planted palm trees and illuminating the distinctive stonework covering the front of the house.

While high-quality light output, low wattage, and durability were key requirements for this project, it was also important to stay within budget. Because they deliver a brighter, more energy- efficient and lower-priced alternative to similar LED-based fixtures on the market today, EcoSpec Landscape Mini-Flood fixtures were the perfect choice for the project. In fact, so impressed was Van Winkle with the performance and benefits of the EcoSpec Landscape Mini-Flood fixtures that he has decided to install them at his own residence.

22 EcoSpec Landscape Mini Flood fixtures and 4 EcoSpec Landscape Accent fixtures were utilized in the project. These compact, RoHS compliant, lead-free and mercury-free fixtures quickly pay for themselves in maintenance and energy costs and provide substantial savings over their 50,000 hour usage life.

"With the growing number of LED solutions on the market, it's a great validation that Rob is using EcoSense fixtures for this high-profile renovation," said EcoSense President Ray Letasi. "We're delighted at the exposure this series will generate for the benefits of LEDs, and hope that it encourages more specifiers to consider LED lighting for their own projects."

See the installation and final results and hear Vanilla Ice explain some of the many reasons why the EcoSpec Landscape Mini-Flood worked so well for his project in the episode clip below:

http://www.youtube.com/watch?v=Di3_PIAsj0o

EcoSense products are developed by lighting designers for the lighting design community, ensuring that they meet the aesthetic and performance requirements of even the most demanding projects. To assure uniform color temperature across fixtures, EcoSense has developed a highly stringent LED binning criteria resulting in a yield that exceeds the ANSI standards requirement by 400%. This ensures that project standards need not be compromised by inconsistent color output from unit to unit

All EcoSense products meet the highest industry performance standards and are backed by an unprecedented three-year manufacturer warranty. For more information, visit www.ecosenselighting.com.

About EcoSense

Founded by a team of long-serving industry experts with proven know-how in the development and best practices of solid-state illumination, EcoSense Lighting provides best-in-class LED lighting solutions for use in commercial and residential applications. The company offers a comprehensive line of LED fixtures that meet the technical requirements of the most demanding projects while delivering substantial benefits over traditional lighting sources. Established in 2008, EcoSense Lighting is privately held and has offices in Hong Kong and New York City. For additional information, visit www.ecosenselighting.com

#