



For immediate release

May 05, 2009

SEVEN Green Light for Life

Enjoy your life • Save your money • Help your planet

SEVEN Green Light for Life

SEVEN is a European brand of residential lighting fixtures that merges energy efficiency with unique and inspirational designs. It aspires to bring more fun and comfort into peoples' daily lives while promoting conscience for the environment.

SEVEN is actually so attached to our lives: we live seven days a week; we reside on one of the seven continents, and under the seven colors of the rainbow that make up everything we see...

The SEVEN Universes of the Home

SEVEN is getting even closer to our daily lives with its seven collections of energy saving lighting specifically designed to brighten up the SEVEN Universes of our homes:

	...we share in our living room	(living room)
	...we cook with love	(kitchen)
	...you & me, our sweet night	(bedroom)
	...we imagine in our own little world	(kids' room)
	...I relax in my warm bubble bath	(bathroom)
	...we take good care of our home	(laundry, storeroom, garage...)
	...let's go out for a sip of fresh air	(backyard, garden, balcony....)

SEVEN has its Attitudes

Keen on novelty and innovativeness, SEVEN has **essential** and **nova** product lines that cater to the needs of customers who possess different attitudes and preferences:

- **essential** is the fundamental lighting our homes always need for stable and long-term use, such as pendants and recessed down lights...





- **nova** is best for people who like to refresh the look of their homes every now and again. It is designed to be fixed and moved following the users' preference and mood

Enjoy your Life • Save your Money • Help your Planet!

Better Efficiency • Wider Spectrum of Light

SEVEN utilizes energy saving lamp technologies that, compared to conventional incandescent or halogen lights sources, provide much better energy efficiency and more stable lights lasting up to ten times longer. It also comes in a wider spectrum of color temperatures.

While incandescent and halogen lights are transforming 90% of the energy they consume into heat rather than light, SEVEN produces the same amount of light with 80% less energy and reduces the ambient temperature of your homes.

Cheaper electricity bills and less maintenance mean more money and time spared for us to enjoy our lives!

Help Our Planet Breathe!

Lower energy consumption also leads to a reduction in CO₂ emissions and a more sustainable planet. It is especially the case for countries or regions that obtain electricity mainly by burning objects, a process that emits CO₂. For instance, according to the Energy Information Administration, 86.2 % of electricity produced in the USA in 2007 was through burning of petroleum, natural gas and coal. As a result each kWh of electricity is giving the Earth 1.341 pounds (approx. 610 g) of CO₂ and some other Greenhouse Gases (GHGs) to breathe in!

Conserving the environment through the adoption of energy efficient lighting u is a simple step we can all take to help the planet survive.

Hazardous Substances-Free Production

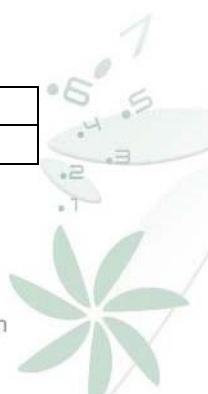
All SEVEN lighting fixtures are made through 100% RoHS compliant production processes. RoHS is a Directive (2002/95/EC) of the European Union (EU) that restricts the use of hazardous substances and materials in the manufacture of various types of electronic and electrical equipment. Effective since July 01 2006, all EU member states are required to legalize and strictly enforce such Directive.

###

SEVEN is a brand of the ELS Group of companies that operates a head office, Electric Light Systems Ltd in Hong Kong, China; three regional sales offices in Europe — CIDELEC in Paris, France, CLS in Madrid, Spain, and ELS UK in Hampshire, UK; and a RoHS compliant manufacturing facility Leeming Lighting (Shenzhen) Ltd in Southern China.

Please contact below personnel for inquiries:

Catherine TSE	Brand Manager	(852) 3656 6250	ctse@els.com.hk
Pansy LEUNG	Communications Officer	(852) 3656 6251	pleung@els.com.hk



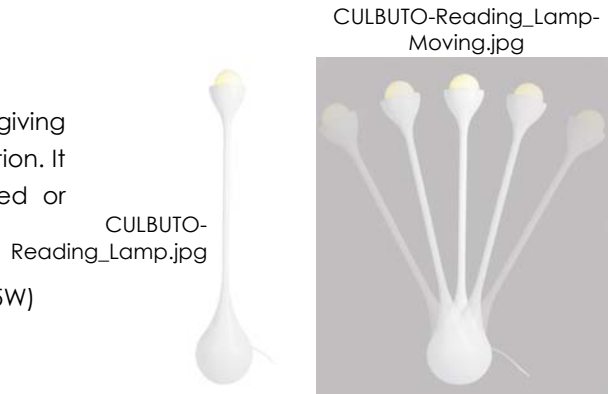


Captions / Elaboration for photos in CD "SEVEN-PR-LFI_NY-20090505":



1. **CULBUTO:** Swing with it! This reading lamp is giving our living rooms more zest with its swinging motion. It always keeps its balance after being pushed or pulled thanks to its robust base.

Light Source: CFL E26 20W (= Incandescent 75W)



2. **UFO:** In pure design and smooth silhouette, this set of Ceiling & Wall Fittings, Pendant, and Table and Floor Lamps translates modernity into daily comfort.

Light Source:

- Ceiling & Wall Fittings:
GX53 9W (= Halogen 40W) x 1 to 4
- Table Lamp:
GU24 13W (= Incandescent 50W) x 3
- Floor Lamp & Pendant:
GU24 18W (= Incandescent 70W) x 3



3. **OSCAR:** Modern living room lighting in streamline design and mat finishes. It has Track Spot, Floor Lamp and Pendant to choose from.

Light Source & Accessory:

- Track Spot:
GU10 11W (= Halogen 50W). Track adaptor included, & 1-circuit track required
- Floor Lamp & Pendant:
E26 20W (= Incandescent 75W)





Captions / Elaboration for photos in CD "SEVEN-PR-LFI_NY-20090505" (continued):



4. **LÜXTIK** is a light and sticker two-in-one, which is practical and fun! This decorative wall lamp has its classy designs for living room (5 images for 7.1 together), and its cute looks for kids' room (5 images for 7.4 dreamy). Let's dress up our walls with these easy and pretty lighting, with or without cord and in-line switch.

Light Source: GX53 9W (= Halogen 40W)



LÜXTIK_Buddha-Wall_Lamp.jpg

LÜXTIK_Giraffe-Wall_Lamp.jpg



LÜXTIK_Bumblegirl-Wall_Lamp.jpg



5. **MINT** is a single headed track spotlight for kitchens. Handy, rotative, and in classic or metallic shades, it's the herb that spices up not only the food, but also the process of cooking it.

Light Source & Accessory: GU10 11W (= Halogen 50W); track adaptor included, 1-circuit track required



MINT-Track_Spot-White.jpg



MINT-Track_Spot-Red.jpg



6. **ARC** Table and Reading Lamps is the best match for bedroom. With their wire-fastened bendable bodies, the reach of light is adjustable at our desire; and through their pervious shades the light output is just right and soothing.

Light Source:

- Table Lamp: GU24 13 W (= Incandescent 50W)
- Reading Lamp: GU24 23W (= Incandescent 90W)



ARC-Table_Lamp.jpg



ARC-Floor_Lamp.jpg





Captions / Elaboration for photos in CD "SEVEN-PR-LFI_NY-20090505" (continued):



7. **LENS:** We have the Beetle, the Big Fish, and the Flower on the wall. This bunch of whimsical creatures speaks the kids' language.

Light Source: GX53 7W (= Halogen 30W)



LENS_Beetle-Wall_Lamp.jpg



LENS_Big_Fish-Wall_Lamp.jpg



8. **COOLER STIX** is simply the right light for bathroom (UL: Damp locations). Work best in pair as mirror lights; it is designed to deliver efficient and comfortable light for close use.

Light Source:
E26 15W (= Incandescent 55W)

COOLER_STIX-Wall_Lamp-BN.jpg

COOLER_STIX-Wall_Lamp-Chrome.jpg

COOLER_STIX-Wall_Lamp-White.jpg



9. **IGUAZU:** A pure, showerhead like wall fixture to give bathrooms a modern touch (UL: Damp locations).

Light Source: GX53 9W (= Halogen 40W)



IGUAZU-Wall_Lamp-Side.jpg



IGUAZU-Wall_Lamp-Front.jpg



10. **TRIPOD:** Retractable floor lamp with translucent and foldable shade to provide efficient and flexible light, and easy storage.

Light Source: E26 15W (= Incandescent 55W)



TRIPOD-Floor_Lamp.jpg





Captions / Elaboration for photos in CD "SEVEN-PR-LFI_NY-20090505" (continued):



11. AURA / MALUX / CORONA / ORBIT: Simple and stylish wall fixtures for outdoor uses (UL: Wet locations)

Light Source: GX53 9W (= Halogen 40W)



12. SEVEN being displayed by application in living room (7.1 together) and kids' rooms (7.4 dreamy) in a distributor's showroom.



###

