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Lunera Lighting Founded by Renown Lighting Industry Veterans Don Peifer and Mark Walsh

*Lighting Company Start-Up to Develop Advanced LED Fixture System Targeted at
Transitioning Commercial Space to Digital Technology*

Redwood City, Calif. (January 5, 2008) Lunera™ Lighting is a Silicon Valley start-up that designs, manufactures, and markets next-generation digital Light Emitting Diode (LED) lighting, a technology that is transforming the lighting system, saving economic and environmental resources, and ushering an era of “Life in a New Light™”.

Co-founders Don Peifer and Mark Walsh bring years of success in the competitive lighting industry together at Lunera where they are developing eco-friendly LED fixture designs from concept drawings to production fixtures. Lunera is pleased to note that HC Bailly, CEO of RCG Ventures LLC, a clean energy investment firm is an initial investor in the company.

Peifer and Walsh have a vision to transform the 100 year-plus analog lighting system into an efficient digital one. They are approaching this challenge by designing a complete fixture lighting system rather than combining a light source, socket, and control module from separate sources as is common practice in the industry. The Lunera products, to be made in the U.S.A., will replace conventional fluorescent lighting.

The two founders capitalized on their combined industry knowledge of fixture design and the recent technology advances leading to affordable LED components and faster than anticipated LED efficiency gains. Unlike lighting providers before us, Lunera is creating its design as an seamlessly integrated solution, merging expertise in semiconductor LED technology, light optics, fixture design, power and control, and manufacturing into an artfully crafted light source that is efficient and beautiful.

Lunera’s dimmable ultra-thin fixtures are projected to last five times longer than fluorescents, will use no harmful materials such as lead or mercury, will emit an even soft light that closely approximates sunlight without eye fatigue, and are expected to operate maintenance-free for 15-18 years. The combination of LED technology and design will result in a fixture that saves 25-50% on energy and reduces a building’s HVAC load, making them ideal for achieving LEED certification.

“I am always looking for new ways of overcoming lighting challenges whether I am designing light for

film, a fashion spread or an architectural space” says Lunera Co-Founder Don Peifer. “Easily the biggest challenge is transforming the oppressive lighting that most people work in everyday. Lunera is on the cutting edge of not only delivering energy efficient lighting but transforming the commercial environment with beautiful light. This is light that people will enjoy working in.” added Peifer.

Don Peifer has created dynamic lighting solutions for some of the most celebrated photographers in the world, including Annie Leibovitz and Steven Klein. Peifer also created world-class commercial architectural lighting projects such as The Nike Media flagship store in New York, the Lake Placid Olympic Torch, and the Universal Home project. Peifer was also a lighting consultant for the 911 Pentagon Memorial.



Don Peifer, Lunera Co-Founder

“I feel education will be a major part of building the Lunera sales network to bring our LED lighting products to market. We have to inform an industry that is based on fluorescent and incandescent lighting that the next generation of digital lighting is here,” commented Mark Walsh, Lunera co-founder.

“Lunera will provide strong evidence that LED lighting provides a better, more consistent, soft light for retail, healthcare, offices, educational facilities and more. Although the initial cost is higher, it will immediately begin to provide substantial energy savings and return the capital investment in approximately three years of energy savings. Building owners will also notice lower HVAC costs as Lunera’s uniquely designed lights produce less heat than their fluorescent and LED lighting competitors,” Walsh continued.



Mark Walsh, Lunera Co-Founder

Mark Walsh began his career over 20 years ago as a Naval electrician. While in the Navy, he began forging connections that ultimately propelled him to a position of influence and leadership in lighting distribution. Walsh will apply his comprehensive industry expertise at Lunera Lighting by building its’

national manufacturer's representative and distribution network.

About Lunera Lighting

Lunera Lighting is a technology innovator leading the transformation of lighting from traditional fluorescent lighting to energy-efficient LEDs that produce soft, uniform light. It designs, manufactures, and markets high-performance LED lighting fixtures as a direct replacement for fluorescent fixtures commonly found in commercial buildings. The company has created new lighting solutions that improve the quality of light for building occupants, lower energy and operating costs for building owners, and support sustainable building design.

Made in the USA, Lunera's products adhere to clean manufacturing standards and are particularly attractive to clients seeking LEED certification, since LED lighting substantially impacts LEED points in "green" buildings. The company is a firm believer in social responsibility and has made it part of their corporate philosophy.

Parties interested in Lunera Lighting fixtures can contact Lunera at 650-241-3875 or by email at inquiries@lunera.com. A Lunera lighting consultant is available to answer questions, provide information, and create a free space evaluation to determine payback. Visit <http://www.lunera.com> for more information.

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