



Mercury Questions Answered on the Web

PRESS RELEASE

MAXLITE RESPONDS TO CUSTOMER'S QUESTIONS

Company Devotes Space on the World Wide Web!

FAIRFIELD, NJ, September 10, 2008 - Responding to their customer's most frequent environmental questions, MaxLite is devoting part of their website to discussing Mercury and Compact Fluorescent lamps.

By pro-actively addressing questions from its end-users, MaxLite is relieving many of the current misconceptions about mercury and CFLs. MaxLite is encouraging the public to feel good about using CFLs; not only because CFLs save money and energy, but also because CFLs are good for the environment.

Using CFLs can actually reduce the amount of mercury in circulation in the environment. CFLs use 70% less power, and that's 70% less mercury in the atmosphere. (One of the most harmful by-products of generating power is the mercury that is put into the air). The amount of mercury saved from the atmosphere is greater than the amount of mercury found in a MaxLite CFL.

Just by using CFLs, a consumer is benefitting the atmosphere. Further, CFLs can be recycled. MaxLite is offering one of the first retailer CFL recycling programs in the country. That means that the mercury which is already in a CFL can be kept out of landfills, the water-table and the atmosphere, and re-sold to the lamp manufacturer.

Mercury Questions Answered on the Web...(continued...)

Already, MaxLite is experiencing heavy traffic on their website with high volume click-throughs on the icon featuring “Questions and Answers about Mercury”. It is a story that has interest throughout the country. And MaxLite expects interest to increase as more and more consumers convert their household and business lighting to Compact Fluorescents.

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About MaxLite

MaxLite is a New Jersey based global manufacturer and marketer of energy efficient lighting products. The company currently holds a variety of patents in the competitive field of fluorescent technology, and is one of the leading brands in the U.S. MaxLite is an active ENERGY STAR® partner.

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