



Media Release
Friday, April 29, 2011

Pristine LED Inc. Brings New Light to Windsor, Ontario

Windsor-Essex County, Ontario, Friday, April 29, 2011- Today, **Mayor Eddie Francis, MPP Windsor-West Sandra Pupatello, Warden Tom Bain and Lindsay Boyd, Chair of the WindsorEssex Economic Development Corporation (WEEDC)** were joined by numerous guests from across the Windsor-Essex region to formally welcome Pristine LED Inc. to the business community with the grand opening of Pristine LED's new 22,300 sq. ft. head office and manufacturing facility at **3215 Jefferson Boulevard in Windsor, Ontario, Canada.**

Pristine LED manufactures and installs high-efficiency lighting for the commercial, industrial and residential markets. LED (Light Emitting Diode) technology uses up to 75% less electricity than other lighting products, while producing a more natural light. These financial and environmental benefits are rapidly making LED technology the preferred choice for new and retrofit lighting installations.

"Windsor offers a highly skilled workforce, which will be essential for staffing our facility," said **Kim Hennin, Chief Executive Officer** of Pristine LED. "We will be employing about 50 people for production start-up, and expect ultimately to generate 250 to 300 new jobs in the Windsor area."

"Our new facility is well positioned to serve both the US and Canadian markets," said **Harold Tiede, Chief Financial Officer** of Pristine LED. "Windsor is also home to several complementary manufacturers with the capacity and capability to produce components for us."

Bruce Melmer, President of Pristine LED noted, "By sourcing the majority of our components locally, we can reduce transportation involved in production, and ultimately reduce the carbon footprint associated with our manufacturing process, making our product that much more environmentally responsible."

"It is a great pleasure to welcome Pristine LED to our region. I am pleased that Pristine has recognized that our strategic location as the gateway to North America, our highly skilled workforce and our competitive environment were all important factors in making their decision to invest in Windsor. Pristine's head office and manufacturing facility serves to strengthen our position as a hub for green and clean technologies," said **Windsor Mayor Eddie Francis.**

"I'm pleased to officially welcome Pristine LED and up to 300 new jobs to Windsor-Essex," said **Sandra Pupatello, M.P.P.** for Windsor West. "I was delighted to hear that our skilled workforce and competitive business environment were deciding factors for the company, and that Pristine will also be looking to local suppliers for their component parts."

"The attraction of Pristine to our region is in keeping with our commitment to diversify the economy and attract emerging industries," explained **Ron Gaudet, CEO** of WEEDC "We know the LED industry is entering the growth stage of its life cycle. The fact that Pristine chose to come here is yet another example of our region's ability to attract world-class leading edge firms."

"Having this cutting-edge technology being produced here is just further confirmation of why our region is one of the world's Top 7 Most Intelligent Communities," said **Lindsay Boyd, Chair** of WEEDC. "Countries all over the world are competing to develop LED technologies and having Pristine select Windsor-Essex as its Canadian location is something in which we should all be proud."

A lighting ceremony marked the opening of Pristine LED's new facility. From the offices to the production floor, the entire facility's lighting has been retrofitted – a change that will reduce energy usage by 70.39%. The annual energy savings will be more than \$14,500, for a complete return on investment in under 22 months.

Until now, Pristine LED had its products manufactured to specifications in New Zealand. This new facility will allow Pristine LED to manufacture much closer to market. However, location was just one factor in selecting its new North American site.

With 4 design patents pending, Pristine LED lighting systems provide significant economies that make them attractive from both a financial and environmental standpoint. LED lighting has a lifespan up to 15 times longer than that of traditional lighting, requires significantly less maintenance, and is completely recyclable, eliminating landfill waste. Government incentives also make this an attractive choice, reducing the time to realize a full return on investment.

Pristine LED was recently in the news for its installation at Sabre Machine Tool, which reduced energy usage by 73%. Its commercial and industrial clients include Bonduelle International, Morton Salt Mines, Kaiser Aluminum, Gray Ridge Egg Farms, University of Windsor, and Home Hardware Stores.

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Pristine LED Inc.

www.pristineled.com

ABOUT PRISTINE LED INC. – Pristine LED Inc. produces state-of-the-art LED lighting systems for industrial, commercial and residential applications. Its technologically advanced fixtures are engineered to meet uncompromising standards for efficiency, durability and performance. Its product designs draw on twenty-five years of award winning solid-state electronics research and development, and have 4 patents pending. Pristine LED was founded on the principle of protecting the environment through technological solutions, and continues to invest in ongoing research and development in Canada. Pristine LED Inc. was incorporated in January 2010 and is a privately held corporation.

WEEDC

www.choosewindsor.essex.com

About the WindsorEssex Economic Development Corporation (WEEDC)

The WEEDC is the lead economic development agency proudly representing Windsor-Essex, Ontario, Canada's fastest growing economy (Conference Board of Canada) and one of the world's Top 7 most intelligent communities (Intelligent Community Forum). Acting as a catalyst and network developer WEEDC works to positively impact the region by providing services including business attraction, retention and expansion, small business and entrepreneurial development, and community development activities.

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