

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Ushio America Introduces the New Uphoria™ 3 LED BR Lamps in R20, BR30 and BR40 Types

Cypress, California (December 2016) — The USHIO Uphoria 3 LED BR lamps provide energy saving, professional accent lighting with soft, glare-free illumination that's perfect for any surface. These dimmable R20, BR30 and BR40 LED lamps are designed in the classic shape of incandescent reflector lamps, but offer modern quality solid-state illumination.

The Uphoria 3 LED BR lamps are direct replacements for standard incandescent lamps offering significant energy savings and with a 25,000 hour life rating, lasting 10 times longer than the standard incandescent lamp life. USHIO is proud to stand behind these ENERGY STAR® certified LED lamps with a 3-year limited warranty.

The Uphoria 3 LED BR series features Soft White and Warm White (2700K & 3000K) color temperatures and Wide Flood beam angles. These 120V lamps are available in 7W R20, 8W & 11W BR30, and 13W & 17W BR40 types with up to 90+CRI.

For more information on the Uphoria 3 LED BR or any of the other lighting-edge technologies from Ushio America, Inc., visit www.USHIO.com or call 800.838.7446.

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About Ushio America, Inc.

Ushio America, Inc. is a leading manufacturer of Specialty and General Illumination lighting solutions based in Cypress, California. Established in 1967 as a subsidiary of Ushio Inc, in Tokyo, Japan, Ushio now carries over 2,500 General Lighting and Specialty products. These Lighting-Edge Technologies™ are provided to a variety of industries such as general illumination, audio-visual, photographic, stage, studio and television, semiconductor, printed circuit, video projection, cinema, UV curing, germicidal, horticulture, graphic arts, flashlight, scientific, medical, dental, ophthalmic, infra-red heating, and many others. For further information, visit www.USHIO.com.