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CFL Bulbs serve as incandescent replacements.

Energy Star-approved BlueMax(TM) Compact Fluorescent Light (CFL) bulbs utilize 6 phosphor blend to produce high definition (HD) light that simulates sunlight with 94+ CRI and 5,900 Kelvin. With lifetimes rated at 10,000 hr each, full spectrum lighting solutions range in styles and wattage from traditional 14 W spiral to 26 W flood. Flicker-free bulbs can withstand elevated temperatures in enclosed fixtures.

Greening up Your Lighting: High in Efficiency, Low on Costs

(Jackson, MI) - BlueMax(TM), the industry leader in and innovator of healthy lighting technologies for positive living, learning and working environments, brings full spectrum lighting to a higher level with its Energy Star-approved BlueMax(TM) High Definition (HD) Compact Fluorescent Light (CFL).

As energy consumption data indicate, the typical family in the United States spends about \$1,500 a year on utility bills and about 60% is in the form of electricity. As a nation, we spend about one-quarter of the electricity we use on lighting, at a cost of \$37 billion annually. And a lot of this expense is unnecessary since most of it is caused by inefficient incandescent light bulbs and can be remedied by switching to energy-efficient CFL, particularly BlueMax(TM) HD light bulbs.

Efficiency. BlueMax(TM) high definition CFL compact light bulbs are Energy Star-approved and save electricity use as high as 80% over standard bulbs, cutting utility costs on average of \$75.00 per installed unit. Using a six phosphor blend, BlueMax(TM) provides superior visual clarity with 94+ CRI and 5900 Kelvin. In addition, each bulb comes with a two-year warranty and has a high hour rating of 10,000 hours. The BlueMax(TM) line of energy-efficient bulbs ranges in styles and wattage from traditional 14w spiral to 26w flood. No other brand on the market can compete with these specifications or selection.

Heat Resistance. The flicker-free BlueMax(TM) bulb is the only compact fluorescent on the market which can withstand high temperatures in enclosed fixtures. It lasts up to 13 times longer than incandescent bulbs and operate at temperatures 60% cooler, perfect for any type of fixture. And because it is cooler, BlueMax(TM) generates less heat than standard incandescent bulbs, maintaining a cooler home environment while reducing air conditioning usage making it the perfect fit for home or commercial applications.

"One of the most simple, but effective, ways to save energy is to replace our light bulbs," says Dr. Michael Siminovitch, Director of the California Lighting Technology Center (CLTC) at University of California-Davis who is working extensively with Full Spectrum Solutions to develop this new BlueMax(TM) technology. "The BlueMax(TM) High Definition Technology also produces the highest quality light available today. Its scotopically -enhanced six phosphor blend produces high definition light that simulates sunlight without the harmful UV rays which can damage your eyes. This BlueMax(TM) technology sets it apart from all other compact fluorescent light bulbs in the market today."

BlueMax(TM) is a technology developed by **Full Spectrum Solutions, Inc. (FSS)**, which was founded in Jackson, Michigan. Since 1997 the company has provided patented full spectrum light therapy, task and commercial lighting products to enhance our living, learning, and working environments. Its lighting products are a result of progressive lighting research and collaboration among distinguished medical and scientific researchers, evaluators, and clinicians. For more information about BlueMax(TM) HD Compact Fluorescent Light Bulbs, BlueMax(TM) Light Therapy Lamps, or other lighting technologies from Full Spectrum Solutions, please visit www.bluemaxlighting.com, phone 888 574 7014, or email joelle@fullspectrumolutions.com. You may also contact Raj De Los Santos at Christie Communications by phone at (805) 962 1347, or email rajan@christiecomm.com.

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