



EMBARGOED UNTIL MAY 12, 2010

Contact: Gianna O’Keefe
BetaLED®
(262) 884-3305
gianna_okeefe@beta-kramer.com

Caryn Melton
PR Counsel
(414) 305-5541
caryn_melton@yahoo.com

Prominent Italian Lighting Designers Commissioned for BetaLED® Luminaire

Ferrara Palladino successfully marry high performance with aesthetic expression

Sturtevant, Wis., May 12, 2010 – BetaLED, a division of Ruud Lighting, Inc., tasked prominent lighting designers Ferrara Palladino, based in Milan, Italy, to design a product unparalleled in performance and style. The result is FP-90 street and area luminaire, a unique look and profile that distinguishes it from other BetaLED products such as THE EDGE™ and LEDway® streetlights, and is the first designer series product from BetaLED.

Designed to provide a graceful, new aesthetic option, the FP-90 street and area luminaire is also engineered for versatility. Available with 40 to 90 LEDs and easy to replace light engine modules, it is possible to upgrade and incorporate new technology without having to replace the entire luminaire. Adding to its adaptability, the luminaire is fitted with a tenon mount attached with an adjustable arm or to the pole top with +/- 10 degrees pitch possible at all times. The FP-90 luminaire also features an electrical components compartment completely separate from the LEDs and optic module, and carries an IP-66 ingress protection rating.

“I believe fixtures should not exist just to execute a function, they should be nice to look at,” explained Ferrara Palladino founder and engineer Pietro Palladino. “We wanted something that was simple and easy to install and maintain. A goal which I think has been achieved in full.”

The FP-90 street and area luminaire is designed primarily for street and roadway applications but because of its visual appeal, can be used for lighting urban centers and for area lighting applications. With nineteen different optical configurations featuring patented NanoOptic™ product technology, each application can be customized for maximum performance and results. Options include occupancy sensor, backlight shield, and various photocell options.

“Merging BetaLED’s proven performance with Ferrara Palladino’s artistic approach to styling and design was a collaborative effort that came very naturally,” said Christopher Ruud, president of Ruud Lighting, Inc. “There are many applications that require a high performance, high style luminaire, especially in the European market, and now we’re able to offer the best performing option available.”

The BetaLED Designer Series includes luminaires with extraordinary styling and aesthetics in addition to the high-performance characteristics BetaLED is known for. Production on the FP-90 street and area luminaire is scheduled for August while additional Designer Series luminaires are planned for later this year.

###



About BetaLED

BetaLED is recognized throughout the world for advanced engineering, innovative design and excellence in manufacturing LED lighting solutions. As an industry-leader, BetaLED has proven performance with thousands of successful installations in over 1,000 cities worldwide. BetaLED is the industry' leading manufacturer of specification grade LED luminaires. Capitalizing on our extensive in-market success, BetaLED luminaires have consistently proven their performance over traditional lamp sources and other LED products.

BetaLED luminaires deliver an environmentally friendly solution while bringing proven performance in efficiency, performance, longevity, and style. For more information visit www.BetaLED.com

About Ferrara Palladino

Based in Milan, Italy and with more than 20 years of experience in the lighting industry, Ferrara Palladino studio has acquired the knowledge to develop visionary product. The constant relationship with architects, curators and fine arts offices guides them to define products with highly qualified technical and photometrical properties. Ferrara Palladino studio assists lighting companies on projects, supporting them from the prototype phases to the development of the product.

For more information, visit www.ferrara-palladino.it