FOR IMMEDIATE RELEASE

LUMISHORE Launches High Performance Surface-Mount LED Underwater Light Product Range

LONDON and SARASOTA, Fla. (July 11, 2011) – Lumishore Ltd., the world’s leading LED Underwater Light manufacturer, today launched its ground breaking surface-mounted LED underwater lighting. The product range includes three models; SM20 with light output of 830 fixture lumens, SM50 with 1210 fixture lumens and SM100 with 2310 fixture lumens. All models are available in white, blue or green color lights. The range is twice as powerful as any available in the market, may be mounted above or below the waterline and incorporates previously unseen features to greatly improve the customer experience.

Some of the exciting features the new products include are:

- HICOB (High Intensity Chip On Board) LED technology for unmatched light output up to 2310 fixture lumens (SM100 model)
- Suitable for above or below waterline mounting
- Aluminum chassis with polymer over molding provides a corrosion free, rugged design – no flexing, no cracking
- Simple installation – no external driver, three mounting screws and one ¼” cable entry hole
- Wide light beam, 60° - SM20 and 90° - SM50 & SM100, provides “Swimming Pool” effect and reduces the numbers of lights required per installation

The Lumishore Surface Mount range brings high-power, affordable compact-polymer bodies to the marketplace. The lights are designed for use above or below the waterline on any size vessel up to 60’.

Lumishore USA President, Keith Wansley, said “After months of development, we are delighted to launch our Surface Mount range. Our customers asked for higher-powered, rugged, corrosion proof surface mount models. This new series redefines the surface mount underwater lighting category.”

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**About Lumishore Ltd:**

Lumishore LED systems are the pinnacle of underwater lighting products. Focused exclusively on this market and using proprietary LED technology, Lumishore has established itself as the premier supplier of underwater LED lighting solutions.

Lumishore’s technical expertise is based upon its technical team’s careers having been dedicated to the design and development of LED technology.

Lumishore designs, develops, & manufactures its systems exclusively in the U.K. This in-house capability enables exceptionally powerful, bright lights from 800 to 10,000 fixture lumens. These light engines are exceptionally compact, and are the heart of Lumishore’s unique color-changing systems.