

FOR IMMEDIATE RELEASE



CRS Electronics  
9120 Leslie Street, Suite 102  
Richmond Hill, ON Canada L4B 3J9  
www.crselectronics.com

TSX Venture Exchange symbol: LED

## Lumenova™ Lights NYY Steak Restaurant in Manhattan

**January 14, 2014, Toronto, ON** – CRS Electronics Inc. (“CRS” or the “Company”), (TSX-V:LED), a developer and manufacturer of LED lighting products, today announced they have been selected as the sole provider of LED lighting for NYY Steak Restaurant in Manhattan, utilizing their new Lumenova™ LED lighting brand.

When the NYY Steak Restaurant opened a new location in Manhattan, their goal was simple – to be a Five Star Restaurant, and also be Energy Conscious. The restaurant was designed using LED lighting, but the result was not up to the expectation of the design team. The originally selected LED lamps (light bulbs) were too white and did not present the decor with a warm ambience.

Joe Emanuele and Rick Sconyers with Hard Rock International, who worked on the design with the Yankees, asked Specialty Lighting Group for a solution to the “stark” white representation of the originally selected LED lamps.

The proposed solution came from Lumenova, a brand of CRS Electronics. Lumenova provided 2200 Kelvin lamps, a standard option that is available across their entire product line. 2200K LED appears to resemble a dimmed halogen product. Doug DeJarnatt with Specialty Lighting Group presented the Lumenova product in PAR38 and PAR30 for the downlights, as well as replacing all of the MR16 GU10 lamps for the Bar Feature Chandelier.

Doug personally assisted the Hard Rock Café’s Project manager in the changeout of LED lamps to see firsthand the effects. The Lumenova 2200K lamps made a tremendous impact on the entire restaurant, creating a warm and inviting ambience.

"We are delighted to see the rapid pace with which the market is embracing Lumenova products. Until now, customers have had to choose between the energy and environmental benefits of LED lighting or creating a desirable visual environment. Throughout our entire product line, our 2200 Kelvin option allows customers to have the very best of both worlds. We are honored to be associated with such prestigious decision-makers and a terrific brand like the New York Yankees," said Travis Jones, President & CEO of Lumenova’s parent company, CRS Electronics.

### **About CRS Electronics**

CRS Electronics Inc. (TSX-V:LED), a Lighting Facts partner, is a leader in the emerging, rapidly-growing market of high efficiency light-emitting-diode (“LED”), or, solid state lighting (“SSL”). The principal activities of CRS Electronics include the development, manufacture and sale, primarily in North America, of indoor lighting products such as LED replacement lamps, exterior LED warning lights for school buses, child safety systems for school buses, LED architectural lighting fixtures, and contract manufacturing of LED circuit boards. As an innovator of LED solutions since 1998, CRS Electronics continues to expand its product portfolio and market presence with business partners and customers, and under its own product brands, which include CRS Electronics and Lumenova™ Architectural Lighting.

Contacts:

**Investor Relations**

Matthew Groen, Chief Financial Officer

Email: [mgroen@crselectronics.com](mailto:mgroen@crselectronics.com)

Website: [www.crselectronics.com](http://www.crselectronics.com)

**Media**

Paul Pohl, Director of Marketing

Email: [ppohl@crselectronics.com](mailto:ppohl@crselectronics.com)

Website: [www.crselectronics.com](http://www.crselectronics.com)

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