

FOR IMMEDIATE RELEASE



TSX Venture Exchange symbol: LED

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## **CRS Electronics Introduces KVIC Lighting™ Featuring Triac Dimming**

(January 5, 2015, Toronto, ON – CRS Electronics Inc. (“CRS” or the “Company”), (TSX-V:LED), a developer and manufacturer of LED lighting products, is pleased to announce its newest brand, KVIC Lighting™ ([www.kviclighting.com](http://www.kviclighting.com)).

“Our team has worked extremely hard to bring leading-edge, architectural LED fixtures to the commercial marketplace,” said Travis Jones, President & CEO of CRS Electronics.

The initial portfolio includes LED Cove and Graze products featuring Triac dimming. “In a competitive field, we are one of very few to offer Triac dimming technology as it requires complicated electronics expertise. LED fixtures are normally dimmed by using ELV (electronic low voltage) which is a costly and operationally challenging method. Our patented Triac dimming drivers allow LED’s to be controlled and dimmed using virtually any incandescent dimmer which makes using KVIC Lighting™ products far less expensive and easy to operate in applications such as hotels, restaurants and hospitals. Our high output option provides an industry-leading 1,160 lumens per foot,” Jones said.

The brand also features a linear LED family which replaces T8 and T5 fluorescent technology in spaces such as offices, schools and libraries while saving more than 50% in energy usage. Further, it is designed with several sensor and control options to further reduce energy consumption. It will contain Triac dimming very soon.

“We are especially proud to manufacture all fixtures in North America, and we sell through an established network of independent fixture sales agencies. To become a KVIC Lighting™ agent, a signed contract committing to a minimum annual sales volume is required. With a few major cities still open, we have over \$5,000,000 in 2015, signed contracts,” said Travis Jones.

### **About CRS**

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, KVIC Lighting™ and Lumenova™.

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