



**FOR IMMEDIATE RELEASE**

## **Promolux International Claims a Spot for Specialty Lighting** *Looking after food safety and product care*

SHAWNIGAN LAKE, BC April, 2006 – **Promolux International** claims a spot for specialty lighting at **Lightfair International 2006**, North America's premier architectural and commercial lighting trade show and conference entitled *THE FUTURE. ILLUMINATED*, soon under way at the Las Vegas Convention Center, Las Vegas, NV, from May 30 to June 1.

Well known in the retail food industry for food safe display lighting, Promolux International takes its place as an exhibitor in booth #2244 at LFI 2006, the year's top trade show for architectural and commercial lighting products and services. The 17th annual LFI show is the event where professionals in building, design and construction industries know they can find new, unique and innovative products in lighting design. Promolux expects to speak with architects, designers, manufacturers, electrical engineers, distributors and contractors from around the world.

Promolux will showcase its line of balanced spectrum lamps specially designed for retail display applications where both true color definition and special product care are essential: food display cases, refrigerated displays, and increasingly, flower display cases, antiques, art, ceramics, and cosmetics, leather goods and clothing stores.

Promolux stands behind its outstanding industry reputation for balanced spectrum lamps that combine the benefits of maximizing the visual appeal of retail goods and helping protect perishable food displays and other delicate goods that are subject to fading and damage from heat and ultraviolet light.

Safe Spectrum technology (see [www.promolux.com](http://www.promolux.com) and [www.safespectrum.com](http://www.safespectrum.com)) is a proprietary phosphor-coating process that produces natural, balanced light and filters out damaging ultraviolet and infrared wavelengths for supermarket displays. Promolux designed their balanced spectrum low radiation lamps specifically for fresh food displays to protect food safety, extend shelf life and maintain product quality. Promolux should be part of every retail store's food safety strategy.

Promolux invites inquiries about their balanced spectrum lamps for food safe lighting and true color definition at [info@promolux.com](mailto:info@promolux.com). Promolux lamps are available in nearly 30 countries and can be ordered in all standard sizes and wattages. Promolux International is the first manufacturer to develop a light source that combines superior color rendering with reduction of harmful radiation. **Market Group Ventures, Inc.**, the parent corporation for Promolux, is a world leader in providing retail technology solutions for merchandisers.

-30-

**For more details:**

Lyn Rose  
MGV Inc, PO Box 40  
Shawnigan Lake, BC V0R 2W0 Canada  
Tel 250-743-1222 Fax 250-743-1221