

For Immediate Release

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illuminating a Totally Wickless Waxless Smart and Safe New Year's Eve
Local entrepreneurs will ring in the new year of a thriving LED candle business

Minneapolis MN (December 28, 2007) – Smart Candle®, a Bloomington, MN-based company with a worldwide presence, is lighting up holiday nights with the safety of intelligent electronics and LED technology. From Minnesota's newest and greenest restaurant, the Red Stag in Northeast Minneapolis, to St. Paul's Cathedral in London, Smart Candle technology is helping customers create stress-free holiday decors with warm, inviting and flameless ambient lighting.

Jeff Miller, vice president of sales for Smart Candle adds, "With national statistics indicating the majority of candle fires occur during the winter holiday season due to error or negligence, we knew we had the right consumer-safety solution in our LED products." In its July 2006 newsletter, the U.S. Department of Homeland Security, U.S. Fire Administration stated that although candles are purchased and used year-round, the sale and use of candles increase substantially during the winter holiday season. Approximately 35 percent of candle sales take place during the holidays. Subsequently, 24 percent of all candle fires occur in December and January with a higher percentage of those fires occurring in the dining room.

"Our products are great for the home, especially this time of year. Our hospitality and food service rechargeable line, like those at the Red Stag, offer safety and cost-efficiency over conventional wax and liquid fuel," said Miller. "When you consider that a typical restaurant burns candles or liquid fuel on each table nightly for 8 hours a night, that's money literally burned away. An eight-hour charge produces fifteen hours of what we call "flicker time".

LEDs give off no heat, flame or smoke, eliminating the possibility of fire or injury and they also last much longer than wax or liquid fuel-powered candles. According to Miller, a votive wax candle's life span is typically 15 hours. One using liquid fuel will burn for 40 hours. An LED candle using a rechargeable battery, however, can last up to 10,500 hours. Either rechargeable or battery-operated are offered.

Smart Candle sales over the past three years indicate the marketplace is paying attention. Company sales totaled just \$60,000 in the first four months after the company began selling in January 2005. But the tide quickly changed by year's end with the shipping of more than \$800,000 in product, which was \$250,000 less than what it could have been had the manufacturer been able to keep pace. Now launching its third year, sales continue to climb with distribution on-line via Target and CB2, and at Walgreens, the Museum of Modern Art and Restoration Hardware, to name a few. Products are also sold through the company's Web site.

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Smart Candle continued

“We take a great deal of pride in seeing how Smart Candles have caught on here and around the world.” said Miller. “Check out what’s glowing inside those luminaries that line walkways this New Year’s Eve. You might just be surprised to find that they’re our votives, flickering safely without the flame.”

About Smart Candle®

Smart Candle brings the benefits of its patented LED intelligent technology to commercial and retail customers in 12 countries around the globe. Developing highly-efficient, reliable products that require less frequent recycling and remain unique, beautiful and extremely safe is the company’s driving force. Every product line is manufactured and represented by quality, which is the common thread that makes the ever-growing Smart Candle product line—shine. More information is available at www.smartcandle.com

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