



ADG Eco & Energy Advisement Group

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Architectural Detail Group, Inc
a collaborative group enhancing
the built environment's needs
through positive relationships



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www.adgEcoLP.com www.GreenHotelLighting.com

August 5, 2010

Open Letter

Re: interested customer regarding energy reduction in office pools and cubicle areas.

Cage: 59TA1 Duns:198358579 NAICS: 335129, 331724, 541420 FSC: 5975, 6210, 6240

Dear Customer,

Typically, programs to reduce energy with lighting seem to be as archaic as the "F" word, Fluorescent that is. Energy related professionals and technicians seek the easy way to change-out your fluorescent or metal halide with newer fluorescent and fancy systems that seem to be good, but can result in cheap product and poor maintenance curves 2 years down the road.

Our team of Environmental Scientist, Architect, and Electrical Manufacturing Professionals has looked into your types of issues. How do you get 3 to 5 times life of a product now at the price that is more related to a Yield and Cash Flow rather than expense?

As we look at each similar situation one constant occurs. Employees do not need the tops of their heads lit and do not stay at their desk all day long. So why does your facility illuminate air all day long? By now you need help with the solution.

Our simple GO SMART[®] system reduces overhead lighting waste and places total emphasis within the workstations with Motion Management. The quality of our *scotopic* lighting¹ [DOE ADG info Sheet] actually allows the people working in their space to use 100% eye capacity while automatically shutting off when the space is empty.

We look forward to working with your facility management and sustainability professional to review specific areas and needs.

Stay Green and make Savings a real Yield.

Gerald Olesker

CEO/ Director of Government Procurement

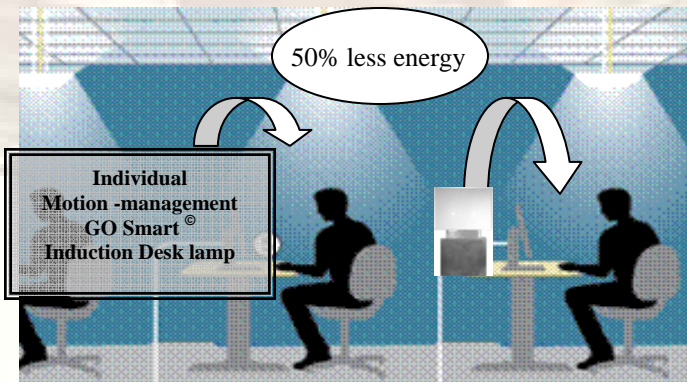


ASK ABOUT
ENERGY STAR

GO SMART® – Induction Light & Fluorescent Warrior®



Case Study — Better illumination and greater savings for office environments



ADG Eco GO SMART –Induction Lighting and Fluorescent Warriors Our fixtures have many superior characteristics, including the following:

- Virtually maintenance-free operation**
- High efficacy—Superior Pupil Lumens with ADG Color Correct Lens**
- Long life 100,000 hours** of operations for GO SMART technology
- Excellent color rendering index (CRI)—80+ and in some cases 90+**
- Instant start and re-strike operation**
- No flickering, strobe, or noise**
- Low-temperature operation reduces HVAC cooling costs**
- Dimmable capability with some units**
- High power factor: .90+**
- Motion Management Personal Desk Lamps**
 - detects when you are gone from your work space
 - Your eyes operate at 100% capacity - with GO SMART
 - Lights last more calendar days than other systems

See DOE study notes—ADG Eco & Energy Advise ment Group

Accumulated annual savings may be up to \$1/ SF

Study:

All lights replaced *Removed old T-8

Now using:

2 Fluorescent Warriors * 75k hours

1 GO SMART Motion Management
*Desk Lamp 100k hours

Best light quality

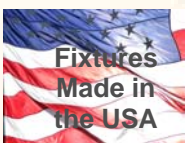
4x Lamp life 10 yr limited mfg warranty

50% Less power used

100% Satisfied customer

Recommendations -

ADG Eco exceeds the Standards with Adaptive Technology



ADG Eco Lighting Products
available through
national dealer program.
818.597.9494

