



FOR IMMEDIATE RELEASE

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**Coast LED Lenser Introduces Reflector
LED Light is the Perfect Replacement for MR 16 Halogen Bulbs**

Portland, OR: Coast Products announced today at the National Hardware Show that the LED Lenser Reflector line of MR16 compatible LED lighting is now available. Reflectors are the perfect replacement for 12-Volt MR16 halogen bulbs. These lights are perfect for use in track lighting, retail displays and decorative home lighting.

Reflectors utilize a Lumileds Luxeon LED to produce a brilliant light that is both bright and incredibly energy efficient. With a burning lifetime of 50,000 hours Reflectors will last up to 50 times longer than a standard MR16 halogen bulb. LEDs are also incredibly energy efficient and Reflectors can operate for up to one year for just 30 cents when operated four hours a day.

The Reflector line is available with either a flood or spot light beam and in a variety of LED colors. The spot light version comes in red (part # 8000), blue (# 8002), white (#8003) or green (#8004). The flood light version, which utilizes a newly developed reflector prism, is available with a white (#8014) or warm white (#8015). The warm white LED marks a major step forward in LED technology, as this is the first LED with a light with a spectrum comparable to traditional incandescent bulb.

Please come by Booth #33544 at the National Hardware Show to see the new Reflectors, along with Coast's complete line, including LED Lenser lights, Coast knives and Tools and Puma knives.

About COAST

COAST Products is a family owned business that has been producing quality products since 1919. COAST Knives were first introduced by Henry W. Brands, Sr. to provide quality knives to the farmers, ranchers and working men of the Pacific Northwest. Now run by Henry's grandson David Brands, Coast produces COAST Sport knives and Multi-Purpose Tools as well as a full line of COAST Led Lenser lights. Coast also manufactures licensed products under the brand names Eddie Bauer and Columbia Sportswear. In addition, Coast is the exclusive distributor and licensee of Puma Knives in North America. Puma knives have been made in Solingen, Germany for over 200 years. Together COAST and PUMA represent almost 300 years of manufacturing expertise.