



PureLight20™ by LE Debuting at The Rental Show 2009

February 24, 2009, Indianapolis, IN – PureLight™ by LE announced today that it has designed and will be selling a new portable light tower, the PureLight20™. The new light tower includes a Honda engine model GX620. This engine is smaller and has better fuel efficiency than the competition, while at the same time offering a propane option that delivers a cleaner-burning alternative to gasoline and is coupled with lower emissions. The PureLight20™ features a telescopic 20 foot mast that can rotate 360 degrees by hand. Another great feature of this light tower is the purchase price, which is 50% less than the competition. The PureLight20™ is a great solution for all portable lighting needs.

“We are very pleased to offer our current and potential customers a versatile unit like the PureLight20™,” said Matt Johnston, CEO of PureLight™ by LE. “These engines have greatly improved the overall performance of our already fuel efficient light tower unit and offer an environmentally friendly solution to our customers.”

PureLight™ by LE is pleased to unveil the PureLight20™, offering commercial construction corporations the unique opportunity to reduce light tower fuel consumption and maintenance expense with revolutionary GenSmart™ technology. With more than 30% less fuel consumption and 30% longer run time, the PureLight20™ offers operating efficiency improvements that can reduce typical fleet operating expenses by \$200,000 per year for a fleet of 100 light towers!

About PureLight™ by LE

PureLight™ by LE light towers are powered by LE GenSmart™ generators and SmartTorq™ motors. The application of LE technology allows for greatly reduced machine sizes and active material contents, and thus has proven to be the cost leader in permanent magnet applications of 2 – 200 kW. LE is headquartered in Indianapolis, Indiana, USA, and has manufacturing operations in the Guangdong Province of China.

Please visit www.purelighttower.com for more information, or contact:

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PureLight20™ Photo Gallery



PureLight20™ Back View



PureLight20™ Inside View



PureLight20™ Back Side View



PureLight20™ Extended View