



PureLight™ by LE Partners with RDSI at Canadian Rental Mart PureLight™ Light Towers Target Canadian Construction Market

For Immediate Release - March 16, 2010 - PureLight™ by LE, the worldwide leader in light tower efficiency & energy savings, just returned from exhibiting at the Canadian Rental Mart (CRM) in Toronto, Canada. The show ran from March 9th to March 10th in the Toronto Congress Centre, and focused on Canada's rental construction equipment sector. PureLight™ by LE views the lucrative Canadian construction business as a major part of their sales push for this year. CRM was the first time that PureLight™ showcased their goods north of the border!

In order to maximize sales efforts in eastern Canada, PureLight™ by LE has recently formed a partnership with RDSI (Rick Darce Sales Inc.), headquartered in Ontario, Canada. RDSI has been selling heavy machinery & construction equipment since 1983. In the short time since the relationship was forged, there has been an overwhelmingly positive response to the PureLight™ light tower due to its superior efficiency and cost savings. PureLight™ & RDSI exhibited in conjunction with one another during the CRM, allowing customers of RDSI a first glimpse of the PureLight30™

There is no other mobile lighting machine that can boast the technology of the PureLight30™ anywhere in the world. PureLight30™ by LE offers:

- 30% Less Fuel Consumption
- 30% Longer Runtime
- Virtually No Maintenance
- Significantly Lower Life Cycle Costs
- 5 Year Limited GenSmart Warranty

GenSmart™ patented technology created by LE is the powering force behind PureLight™ light towers. GenSmart permanent magnet axial generators are unique for many different reasons. GenSmart™:

- Is a smaller generator with equal power to comparable models
- Has improved efficiency and durability with patented permanent magnet axial construction
- Offers increased power density (power/weight, power/volume)
- Enables improved value from initial purchase through extended life

Images from the PureLight™ by LE Booth at the Canadian Rental Mart, Toronto, Canada



About PureLight™ by Light Engineering (LE)

PureLight™ light towers are manufactured by Light Engineering using their high-efficiency generators. LE has developed and markets the world's leading rotating electrical machine technology for permanent magnet motor and generator applications. LE is the new standard in permanent magnet applications, which allows PureLight™ to be the new standard for the portable lighting industry.

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

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