












A NEW LIGHT TO LIVE BY

THE EVOLUTION OF THE LIGHT BULB

 <p>INCANDESCENT</p>	 <p>CFL</p>	 <p>LED</p>
<p>INEFFICIENT MONEY WASTED</p> <p>90% of the energy used is wasted as heat¹</p>	<p>EFFICIENT IMPROVED SAVINGS</p>	<p>MOST EFFICIENT BIG SAVINGS</p> <p>At least 84% energy savings compared to a typical incandescent bulb.²</p>
 <p>WARM GLOW</p>	 <p>UNNATURAL AND DULL</p>	 <p>WARM GLOW Looks the same as the incandescent</p>
<p>INSTANT BRIGHTNESS</p>	<p>DELAYED BRIGHTNESS</p>	<p>INSTANT BRIGHTNESS</p>
 <p>DIMMABLE</p>	<p>OFF / ON</p> <p>TYPICALLY NOT DIMMABLE</p>	 <p>DIMMABLE³</p>
 <p>WASTEFUL Frequent bulb changes mean more waste</p>	<p>Hg</p> <p>CONTAINS TOXIC MERCURY</p>	 <p>MERCURY-FREE LASTS 25X LONGER than the typical incandescent⁴</p>

A new affordable bulb that looks and lights like an incandescent, but lasts for years on less energy.

Meet the only LED bulb that...

	<p>Looks and lights like a light bulb</p>	<p>+</p>	<p>Works better than a light bulb</p>	<p>+</p>	<p>Priced to be affordable for all Breaks the \$10 price barrier</p>
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No other LED bulb can compare.



Find out more at www.CreeBulb.com

¹Source: U.S. Department of Energy - <http://energy.gov/energysaver/articles/lighting-choices-save-you-money>

² 84% savings is based on comparing the energy consumption of a Cree 9.5W (60W replacement) LED bulb to a 60W incandescent bulb.

³ The Cree LED bulb is dimmable using most standard dimmers.

⁴ The Cree LED bulb has a 25,000 hour rated lifetime compared to the 1,000 hour lifetime of a typical incandescent bulb.