



NEWSRELEASE

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FREZZI REACHES ANOTHER MILESTONE IN PORTABLE LIGHTING LED REPLACEMENT LAMPS FOR ALL FREZZI MINI-FILL LIGHTS OFFERS 300% INCREASE IN BATTERY RUN TIME AS A LOW COST UPGRADE

Hawthorne, NJ – April 7, 2011 – Frezzi's iconic and award winning Dimmer Mini-Fill, one of the most used camera lights in the broadcasting industry, is now future proof and switchable between traditional quartz halogen and new LED technology. Frezzi is offering a high performance 8 watt LED plug-in replacement lamp for all Frezzi Mini-Fill lights. The lamp emits almost 30 watts worth of lumens, providing daylight color temperature without the use of dichroic conversion filters.

This new lamp is also dimmable with existing circuitry inside of all Mini-Fill dimmer control lights. Frezzi's LED lamps are over 2.5 times brighter than clustered types LED arrays. It is also single point source and throws a single shadow unlike clustered LED arrays type fixtures that generate unflattering and almost unusable multiple shadow patterns.

Model MFLED-C has a rated life 25,000 hours, and produces over 21 foot-candles at 6 feet at daylight color temperature. It works with all Frezzi Mini-Fill fixtures and is compatible with all Frezzi Mini-Fill accessories. With a Frezzi MADF daylight-to-tungsten filter, the output can be converted to indoor 3200K temperature.

'We're excited to offer a low cost lamp professional upgrade that can get our customers into high-output LED lighting technology while maintaining their fleet of Frezzi Mini-Fills. Frezzi lighting means it's professional grade and can withstand the rigors of daily operation, unlike plastic consumer grade fixtures. Also being switchable back to quartz is a plus for those cameramen who prefer the warmth and full natural color of tungsten lighting.' said James Crawford, President of Frezzi Energy Systems.

Frezzi will be exhibiting at **NAB 2011 in Las Vegas, Booth #C11433**. The company will showcase a complete line of Frezzi on-camera HD broadcast support gear including the new HH-1 System, Frezzi's award-winning on-camera lights in standard and dimmer controlled quartz and ultra-bright HMI Sun-Guns designs ranging from 15 thru to 400 watts. New replacement batteries for Sony EX1, EX3, F3 handheld cameras and V-Lock's for shoulder ENG cameras are the choice for Frezzi reliability. Frezzi has been manufacturing portable lighting and power products for the news media industry, both film and video for over 70 years. Frezzi Energy Systems is a division of Frezzolini Electronics Inc.

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