



PureLight™ by LE Exhibits at the Canadian Rental Mart For Immediate Release-February 10, 2010, Indianapolis, IN

PureLight™ by LE, the worldwide leader in light tower efficiency & energy savings, is very excited to announce that they will be exhibiting at the Canadian Rental Mart in Toronto on March 9th & 10th, 2010, at the Toronto Congress Centre. PureLight will be exhibiting its best-selling PureLight30™ model.

PureLight light towers offer many advantages over any other mobile lighting unit available today, with the most overwhelming benefit being that of energy efficiency & savings...

- 30% Less Fuel Consumption
- 30% Longer Runtime
- Reduced Maintenance Costs
- Lower Life Cycle Costs

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. Here are just a few:

- GenSmart is a smaller generator with equal power to comparable models
- GenSmart has improved generator efficiency and durability with patented permanent magnet axial construction
- GenSmart offers increased power density (power/weight, power/volume)
- GenSmart enables improved value from initial purchase through extended life

With this technology powering the PureLight30, there is no other more fuel efficient, energy efficient, value for your money light tower available. Please stop by and see PureLight at the Canadian Rental Mart! PureLight will be located in booths 717 & 719. The CRM will be at the Toronto Congress Centre at 650 Dixon Road in Toronto, Canada, on March 9 & 10th, 2010. The Canadian Rental Mart is the premier event for the Canadian Rental Industry.

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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