

SUPER STARTER

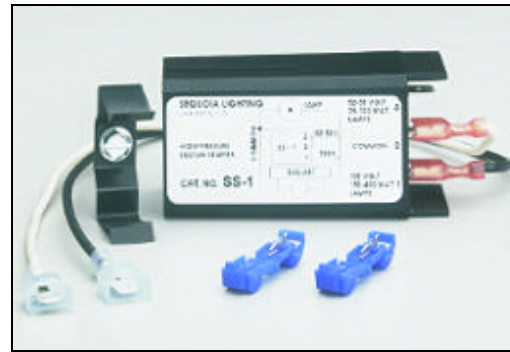
We've developed a single unit replacement for multiple starters - the Super Starter.

The Super Starter reduces starter inventory to just one starter. The single unit replaces all two and three lead type HPS starters.

Measuring only 1" x 3", the starter's small size assures easy installation. No tools or special receptacles are required thus reducing labor and field installation time.

The Super Starter's non-metallic enclosure is epoxy encapsulated to protect its components from harsh environments. The unit also meets UL and ANSI high-pressure sodium lamp specifications.

The Super Starter generates its own starting pulse and will start all high-pressure sodium lamps from 35 watts through 400 watts. Each unit is designed for long life even in an open circuit mode.



617 South Walnut Street
La Habra, CA 90631



PostScript Picture
(seqLOGO1.eps)

N E W S L E T T E R

www.sequoialighting.com

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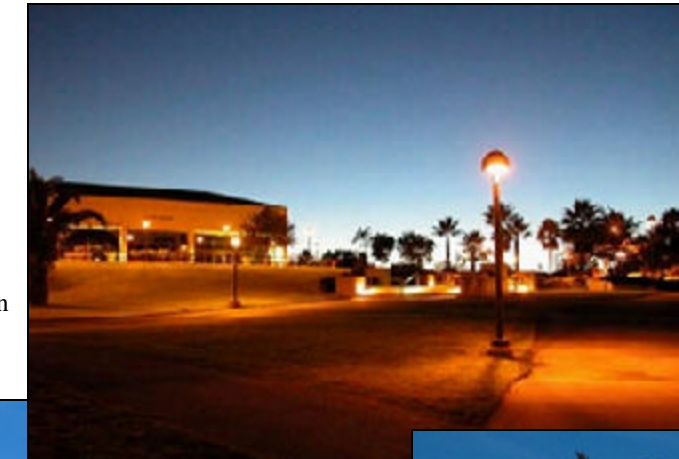
Feature Story:

SEQUOIA LIGHTING BRIGHTENS THE CITY OF SANTA BARBARA

The City of Santa Barbara has selected a variety of outdoor lighting fixture and replacement products from the Sequoia Lighting Corporation for its ongoing street lighting upgrades and related projects.

The exteriors of the streetlights require refurbishing while the antiquated electrical components are replaced with new, HID retrofit kits from Sequoia Lighting. When completed, the beautiful nostalgic streetlights will emanate strong, energy efficient light.

Santa Barbara is one of California's prime coastal cities. The city and surrounding areas offer visitors breathtaking views of unspoiled beaches and majestic mountains. It is considered by many to be the most picturesque community on the West Coast.



In addition to the streetlight restorations, Sequoia Lighting will furnish new lighting products and accessories for use in multiple locations throughout the city including city parks, public building, community centers and parking lots.

Originally settled by Spanish explorers in the early 1700's, Santa Barbara is home to one of California's largest and perhaps most beautiful mission - the Santa Barbara Mission. The mission has played an influential role in setting the standard for the city's present day look. Santa



Other cities and government agencies located throughout the state of California have specified Sequoia Lighting's products for use in their project. Among the most recent include The City of Los Angeles, The City of Fullerton, The City of Beverly Hills, The City of Orange, The City of Glendale and the State of California.



Barbara has retained its old world charm by incorporating the "mission style" of architecture in many of its new and restored public and private building.

The streets of Santa Barbara are lined with older, classically styled streetlights that reflect the city's rich history. Because of their age, the streetlights are in need of restoration. City engineers and redevelopment personnel retained the services of Sequoia Lighting for this ongoing series of projects.

In addition to offering a complete line of Contemporary and Nostalgic Street Lighting products, the Sequoia Lighting Corporation provides customers with the design, fabrication and installation of quality roadway products and HID lighting systems.

For more information on Sequoia Lighting's products and services, call 877/888-7880 or visit Sequoia Lighting's web site at Sequoialighting.com.

MITCH'S CORNER



It's newsletter time again and we have many new developments to share with you!

This issue features detailed information on our latest project for the City of Santa Barbara. We've assisted the city in its efforts to update its numerous nostalgic streetlights. The project will encompass the

carefully refurbishing of post-top fixtures and retrofitting them with new, state of the art lighting components.

On the new product front, we received the nod of approval from the County of Los Angeles' lighting engineers. We've designed custom retrofit kits to the residential community of San Pasquale, located near the city of Arcadia.

The Los Angeles City Hall underground parking structure is undergoing an extensive renovation. We've been asked to supply custom designed QL Induction Lighting products. More on our QL Lighting can be found in this issue.

And finally, we've expanded our services to our Real Estate development clients. Our services include lighting layout and design, specialty products and expert installation!

We hope you enjoy this issue of our newsletter and thank you for your support.

Mitch Klasna
President

QL INDUCTION LIGHTING NEWS

SEQUOIA WINS LOS ANGELES CITY HALL QL LIGHTING PROJECT



We are scheduled to participate in the renovation of the Los Angeles City Hall underground parking structure. Renovations for the parking structure include new signage, fresh paint and lighting upgrades.

LA City officials have selected our QL Induction Lighting products for use in this project. They based their decision on the results of a year long energy study on QL Induction Lighting conducted by our engineering staff.

The benefits of QL Induction Lighting are many. QL Induction Lighting is virtually maintenance free. The lamp life expectancy of 80,000 to 100,000 hours generally exceeds five to ten times that of standard HID systems. It generates a crisp white light and is low in ultraviolet rays, which will not fade or damage materials.

Lamp output will accommodate up to 12,000 lumens.

Sequoia utilizes Phillips ballast kits in all of their QL lighting fixtures.

The LA City Hall project is expected to be completed in approximately two years.

For more information on our extensive line of QL Induction Lighting products, contact us at 877/888-7880.

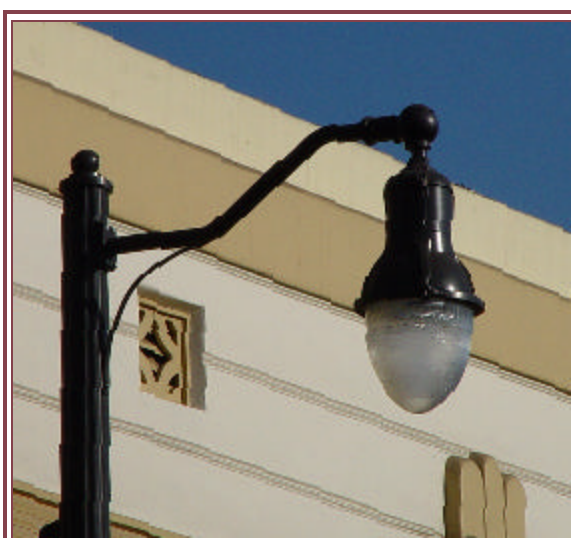


PRODUCT NEWS

LOS ANGELES COUNTY RETROFIT PROJECTS AWARDED TO SEQUOIA LIGHTING

The County of Los Angeles has asked us to design custom retrofit kits for its ongoing countywide street lighting upgrades.

LA County's initial retrofit installation is located in an unincorporated area near the city of Arcadia. The residential area of upscale housing is known as the community of San Pasquale. This installation poses several challenges for the retrofit installation. The primary concern of county officials and neighborhood residents' centers on installing new lights that will match the exact shade of light found in the existing fixtures. Easy maintenance and luminaire longevity are also of equal importance.



In order to fulfill LA County's requested criteria; we have developed custom designed HID lighting retrofit kits. The new HID conversion kits features Phillips Metal Halide Master

Color lamps that are an exact color match to the existing incandescent light source. In addition to offering low maintenance, the new HID lighting consumes up to 90% less energy than incandescent lights.

After the submittal of several prototypes, our custom designed retrofit kits have received the stamp of approval by LA County lighting engineers and we are now in the process of completing numerous, countywide projects.



DEVELOPER PRODUCT NEWS

EXPANDED REAL ESTATE DEVELOPMENT SERVICES

In the past several years, our nation's economy has experienced unprecedented growth in the real estate market. New housing and commercial developments are being built at ever increasing rates. In order to better service our real estate development clients, we have expanded our service.

We now design, manufacture and install a complete line of outdoor lighting products created specifically for residential and commercial streets, community centers and recreation areas.

In addition to our complete line of site lighting products, we provide our clients with expert consulting services. Our skilled engineering staff researches and prepares energy conversation studies, outdoor lighting layouts for entire communities and photometric studies for specific applications.

Be sure to ask one of our customer service representatives for more information on our Real Estate Development Services.

