



For Immediate Release

Light & Motion turns heads with Stella

Monterey, CA. - (April 18, 2007) - Light & Motion, a recognized leader in bicycle lighting solutions, announced the addition of its newest high-output LED system, Stella. Using the latest LED technology, Light & Motion has been able to achieve *twice the light output of comparable single-LED light systems* currently on the market. Slotting in above its highly regarded Vega model, Stella adds a super-compact, ultra-lightweight, bar, helmet or strap mountable LED offering to the Light & Motion product lineup. With an anticipated release date of August 15th, 2007, Stella will arrive just in time for the fall night-riding season.

"Obviously we're quite excited about Stella," says Light & Motion Bicycle Light Sales Manager, Eric Squires. "There's a lot of demand in the marketplace for a race-ready, lightweight LED system and we feel that Stella is the perfect fit." Squires added, "In addition to the seriously bright light output, we've seen burn times of over 3.5 hours with the Stella on the highest setting, and burn times of over 30 hours on the lowest setting. We are confident that Stella will be ideal for a broad spectrum of customers including; recreational night-riders, 24-hour racers, adventure racers, and bicycle commuters."

Stella will be offered with two battery configurations at two different price points. The Stella 180-L will include Light & Motion's flyweight 3-cell Lithium Ion battery and Multi-Chem 2-hour "fast" charger at an MSRP of \$299. The Stella 180-N buys you the same lightweight LED head, but pairs it with an economical NiMH (nickel metal hydride) battery and a standard trickle charger for an MSRP of \$199.

In 1989, Light & Motion founders Barrett Heywood and Michael Topolovac started experimenting with underwater lighting systems in Monterey, California. These dive enthusiasts were driven to build a vertically integrated manufacturing company where designers would create innovative world-class products for a variety of sport-specific applications. In 1999, they brought their proven experience and pioneering spirit to the world of cycling. As their product line continues to expand, their mission remains the same: *To enhance the lives of our customers through our products and personal interactions.*

Light & Motion supports its customers and products by creating an organization that exemplifies and embraces the ideals of quality and trust. The company supports measures to reduce waste and emissions by recycling and utilizing alternative transportation. They also encourage consumers to return spent batteries for safe recycling. Over 65 percent of the Light & Motion staff commutes via alternative transportation and 25 percent bike to work. The company is recognized by the US Congress, California State Assembly, and AMBAG (Association of Monterey Bay Area Governments) for outstanding and invaluable service to the community.

Light & Motion Lighting Systems are available nationwide through specialty and independent bicycle retailers. For more information, please visit the web site at <http://www.bikelights.com>.

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