

**For Details, Contact:**  
Bridget Palitz, The McRae Agency  
(619) 291-1234, [bridget@mcraeagency.com](mailto:bridget@mcraeagency.com)  
Or visit the pressroom at [www.solatube.com](http://www.solatube.com)

---

## NEWS RELEASE

---

### SOLATUBE INTERNATIONAL INC. INTRODUCES NEW DAYLIGHTING SYSTEM FOR RESIDENTIAL, COMMERCIAL MARKETS

*Launch Represents the Largest Technological Leap Yet for Daylighting Pioneer*

---

(Vista, Calif., Jan. 1, 2007): For almost two decades, Solatube International Inc., the worldwide leading manufacturer and marketer of Tubular Daylighting Devices (TDDs), has helped brighten interior spaces with natural light using an innovative tube-shaped design. Now the company that changed the way the world looked at daylighting is poised to once again turn the industry on its head. The company announced today the launch of its most technologically advanced product to date – the all-new **Solatube Daylighting System**. But, whatever you do, don't call it a skylight.

“Let’s face it, we are not a skylight,” said Robert Westfall Jr., vice president, sales and marketing for Solatube International. “Solatube products have always been different and now the distinctions are even greater. The Solatube Daylighting System is the premier natural lighting product on the market today. Quite frankly, we are doing things a skylight never could. Our new product and category name reflect that reality.”

For the past several years, Solatube International has played an instrumental role in defining the category now referred to as the Tubular Daylighting Device (TDD) and in seeking industry recognition by such professional organizations as the National Fenestration Rating Council (NFRC), Construction Specifications Institute (CSI) and the Illuminating Engineering Society of America (IESA). Solatube International is by far the dominant player in this category.

The new Solatube Daylighting System utilizes breakthrough technology, design and materials to provide exceptional natural lighting from a compact fixture, without the negatives many people have come to associate with traditional skylights. The new product line, which includes the Solatube 160 DS Daylighting System, illuminating up to 200 square feet, and the Solatube 290 DS Daylighting System, illuminating up to 300 square feet, incorporates the most sophisticated technology the company has ever developed in its history.

“The Solatube Daylighting System simply outperforms anything else out there,” added Westfall. “We have always had the best and brightest natural lighting solution, but after months of painstaking research and development, we have now managed to outshine ourselves. The difference is truly night and day.”

Along with the launch of the new product is the unveiling of a new tagline that more accurately represents the company’s core mission: “Innovation in Daylighting™.”

The innovative changes within the new product allow the Solatube Daylighting System to be:

**Brighter.** The newly created Raybender® 3000 Technology extends the hours of daylight brought into the space by collecting and directing low-angle sunlight into the tube to increase early-morning and late-afternoon performance, while screening out harmful UV rays. Spectralight® Infinity remains a key component of the system to provide the brightest output once the light enters the tube. Spectralight Infinity, the tubing material with the highest reflectivity available on the market today at 99.7%, is used from top to bottom in the Solatube Daylighting System. The LightTracker™ Reflector, which intercepts sunlight that would otherwise pass through the dome and redirects it into the tube, easily snaps into its optimum position anywhere around the dome’s interior.

– more –

**Drier.** The Moisture Control System within the rooftop acrylic dome contains a convex design that allows condensation to channel into the dome ring's enlarged outer gutters and removes it through specially designed exit holes. Additionally, the new Solatube ceiling assembly has an over-molded triple-seal system, forming the most airtight and water-tight Solatube design ever. The triple-seal locks out air, moisture, dust and bugs to keep the entire system trouble-free.

**Cooler.** The dual functionality of the new Raybender® 3000 Technology in the top of the dome ensures that overpowering direct mid-day visible light, containing heat-generating infrared rays, is deflected away from the tube. The technology reduces the solar heat gain coefficient by 25 percent, meaning less heat is transferred into the daylit space. The Solatube 160 DS and Solatube 290 DS are also Energy Star®-rated for optimal energy efficiency.

**Easier.** The improved product has several new features that simplify the installation process, such as an "easy-snap" rooftop dome that snaps directly onto the dome ring, covering the screws and securing the unit together without additional fasteners; a clear acrylic Shock Inner Dome that snaps in place before the outer dome for high velocity wind zones; a new dome ring with preinstalled spacers; ceiling ring with integrated fastening clamps; and a snap-on diffuser. Overall, there are fewer parts to work with, so the potential for human error in securing the various components of the system has been substantially reduced for a worry-free installation.

**Chicer.** The Solatube Brighten Up Series offers two diffuser options for highly effective light diffusion. Both diffusers now have a removable dual glazed lens for cleaning purposes. The new, proprietary Vusion™ Diffuser artfully blends daylighting on the ceiling plane and has a fine diamond pattern for aesthetically pleasing light. The OptiView® Diffuser offers crystal clear daylight and the highest light dispersion for a unique view of the sky.

**Smarter.** The Solatube Daylighting System can be "accessorized" to create multi-functional units by adding a Light Add-On Kit, Ventilation Add-On Kit or Daylight Dimmer™ within the same ceiling fixture. The Ventilation Add-On Kit (available for the Solatube 160 DS) has also been improved with a smaller profile, integrated fastening clamps and more pre-assembled parts for easier installation.

*Solatube International Inc., based in Vista, Calif. (northern San Diego County), is the worldwide leading manufacturer and marketer of Tubular Daylighting Devices (TDDs). The company's flagship product, the Solatube Daylighting System, provides a revolutionary natural lighting solution for all types of residential and commercial applications. The maxim "Innovation in Daylighting™" reflects the company's commitment to the development of breakthrough daylighting technologies, which has resulted in numerous patents dating back to the mid-1980s. Widely recognized as the industry innovator, Solatube International has earned acclaim around the globe for its unrivaled ability to transform interior spaces with the power of daylight. For more information on the Solatube Daylighting System or other products manufactured and marketed by Solatube International, including solar-powered attic ventilation fans, please visit the Solatube website at [www.solatube.com](http://www.solatube.com) or call 888-SOLATUBE (888-765-2882).*

###