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**Lexus Selects Visible Light Solar Technologies'
Solar/LED Lighting Solutions for New Mexico Dealerships,
Gaining Over 80% Efficiencies**

Parking Light Retrofit Pilot Program Sets Benchmark as Part of National Effort to Reduce Energy

ALBUQUERQUE, New Mexico. September 9, 2009. – Lexus of Albuquerque has selected Visible Light Solar Technologies, a solar/LED commercial lighting innovator, to retrofit its exterior lot lights at both its Albuquerque and Santa Fe dealerships following an initial pilot installation that yielded 82% energy savings. The solar/LED lights also gave the dealership true-color nighttime light quality, equal in clarity to daylight lighting, allowing for secure and effective afterhours customer browsing.

Lexus, as part of parent company Toyota Motor Sales, USA, Inc., is involved in company-wide efforts to reduce energy and water usage in all its operations. By fiscal year 2011, the company plans to reduce energy consumption of U.S. facilities by 18 percent compared to the fiscal year 2001 baseline. Lexus actively supports its dealerships in efforts to do the same. Lexus was the first luxury brand to introduce gasoline/electric hybrid vehicles and currently offers three models, with a fourth hybrid debuting at the 2009 North American International Auto Show.

“We can be environmentally sustainable, save money, and set a national standard for Lexus dealerships by deploying the Visible Light Solar Vector retrofit lighting products,” says Tom Bohlman, managing partner of Lexus of Albuquerque. “Ever since I was asked to participate as a dealer representative on the Lexus hybrid design committee several years ago, my eyes have been opened to the importance of environmental issues. I am thrilled to be extending our commitment to greening the automotive industry by addressing energy efficiencies throughout our facilities.”

Visible Light Solar is the first commercial and industrial lighting company to fully integrate LED lighting devices, solar power technology and advanced power management and control systems in exterior and interior lighting fixtures. The Vector line of retrofit products features the patent-pending Self Powered Device Interface (SPDI), an intelligent controller that monitors the solar battery level and manages the seamless switching between battery and grid power for 100% reliability. In addition, SPDI allows fixture-by-fixture programmability based on clock time, motion detection and ambient light levels, providing enhanced security and the ability for customers to raise and lower illumination levels as needed in order to reap additional energy savings. Visible Light Solar solutions are also more environmentally sustainable; unlike HID bulbs, LED's do not contain toxic materials like mercury nor require ballasts that often contain PCBs.

Dee Dennis, President and CEO of Visible Light Solar Technologies, “The initial program at Lexus of Albuquerque demonstrates how retrofitting can instantly reduce energy use, while leveraging existing lighting infrastructure to take advantage of ubiquitous solar energy. Lexus was also pleasantly surprised by the added bonus of high quality, white LED light technology. It's actually better than traditional incandescent bulbs at providing daylight-like illumination for the Lexus' customers who stop by the lot at night to look at cars -- our lighting allows these potential buyers to see the colors accurately.”

ABOUT VISIBLE LIGHT SOLAR

Based in Albuquerque, New Mexico, Visible Light Solar Technologies (www.visiblelightsolar.com) is an intelligent solar and LED lighting technology company. Visible Light Solar provides businesses, municipalities and educational facilities with retrofit as well as new solar/LED lighting solutions that save money, reduce maintenance costs, and are environmentally sustainable. Visible Light Solar is a member of the Illuminating Engineering Society, US Green Building Council and the International Dark-Sky Association and is backed by the venture accelerator firm, Noribachi (www.noribachi.com).