

**Record-Setting Year Attracts 4,200+ Registrants and Nearly 140 Exhibitors and Sponsors
Strategies Unlimited Reports 93% Surge in HB LED Market for 2010**

March 1, 2011 – Santa Clara, CA Strategies Unlimited and PennWell surpassed all previous records by hosting the largest exhibition and attendance to date at Strategies in Light, their 12th annual business conference and expo on high-brightness LEDs and lighting, held February 22-24, 2011 at the Santa Clara Convention Center. The 2011 event achieved another year of unprecedented growth with a 44.5% increase in total attendance and a sold-out exhibit floor.

This year's event was the largest on record, attracting more than 4,200 registrants from North America, Latin America, Mexico, Europe, the Middle East, Asia, Africa, and Australia – 43 countries in all. In addition, the conference was supported by nearly 140 sponsors and exhibitors, ranging from equipment and materials suppliers to LED and lighting fixture manufacturers. For the second year the exhibit area included an LED Light & Design Pavilion, which featured a series of free presentations geared to the interests of lighting designers, architects and specifiers.

Ella Shum, Director of LED Research at Strategies Unlimited, presented a highly positive market forecast for the high-brightness (HB) LED market, and commented that we have not seen this type of growth since the earliest days of the HB LED industry. Overall, Shum reported a 93% surge in the HB LED market for 2010 to a total of \$10.8 billion, and forecast growth to \$18.9 billion by 2015, driven mainly by the market for LCD display backlights and lighting applications.

Christine Shaw, Senior Vice President of PennWell's LED & Lighting Media Group, including *LEDs Magazine*, Strategies in Light events, and Strategies Unlimited's market research, attributed the event's explosive growth to the consistent quality of the content as well as leveraging the unique strength of the LED & Lighting Media Group's print and digital magazines, online communities, market research and related events within the LED and lighting industry. "We anticipate this positive momentum to continue and look forward to our next Strategies in Light LED and lighting events in Hong Kong in May 2011, in Japan and Europe in September 2011 as well as our February 2012 event when we return to Santa Clara."

Strategies in Light 2011 provided insight into the rapidly developing markets for LED lighting, backlights for LCD displays, and other major trends in applications, industry structure, government policies, markets, products, and technologies that will affect the industry's future. Keynote speakers at the HB LED Market Track included Aldo Kamper, CEO of Osram Opto Semiconductors, and Michael Holt, CEO of Philips Lumileds Lighting. The keynote speaker at the LEDs in Lighting Track was Patricia Glasow, Principal, Auerbach Glasow French.

Next year Strategies in Light will be held February 7-9, 2012 in Santa Clara, CA. For further information on Strategies in Light, please contact Luba Hrynyk at lubah@pennwell.com, or visit us online at: www.strategiesinlight.com. For more information on Strategies Unlimited's market research and strategic consulting services for the LED and lighting industry, please contact Tim Carli at 650-941-3438, ext. 23 or email at tcarli@strategies-u.com.

PennWell's LED & Lighting Media Group includes the following:

Strategies in Light Worldwide Events

Strategies in Light is a business-oriented conference and exhibition on high-brightness LEDs and lighting produced by both Strategies Unlimited and PennWell Corporation. The longest running conference in the LED industry and drawing its largest audience to date with more than 4,200 participants and nearly 140 exhibitors and sponsors in 2011, this event is considered to be the premier annual forum for presenting current commercial developments in HB LEDs for component and equipment suppliers, manufacturers, and end-users of HB LED devices. LED Japan/Strategies in Light (<http://www.sil-ledjapan.com>) attracted over 6,100 registrants in September 2010. Strategies in Light Europe debuted in September 2010 in Frankfurt Germany, September 27-29, 2010.

(<http://www.sil-edeurope.com>)

Strategies Unlimited, World's Leader in LED and Lighting Market Research

Strategies Unlimited specializes in market research reports, and custom studies targeted for the optoelectronic, optical communications, compound semiconductor material, and RF/microwave components industries. Founded in 1979, Strategies Unlimited adeptly integrates technology and business issues. Primary data collection and detailed input-output analysis are developed to create models describing the commercial markets. With its in-depth understanding of market applications, technology developments, industry participants, and government policies, the company is renowned for its outstanding record in market forecasting. (<http://www.strategies-u.com>)

LEDs Magazine, Print and Digital media:

LEDs Magazine is the leading information resource for the global LED and lighting community, serving thousands of readers that specify, design and manufacture LED-based products for a wide range of end-use applications. The *LEDs Magazine* portfolio has four main components – the Magazine, the Website, the Newsletter and the Suppliers Directory. View the latest LED industry news now: (<http://www.ledsmagazine.com/main>).

PennWell Corporation:

PennWell Corporation is a diversified business-to-business media and information company that provides quality content and integrated marketing solutions for the following global industries: Oil and gas, electric power, water, electronics, semiconductor, contamination control, optoelectronics, fiber optics, information technology, fire, emergency services and dental. Founded in 1910, PennWell publishes 75 print and online magazines and newsletters and conducts 60 conferences and exhibitions on six continents. In addition to PennWell's headquarters in Tulsa, Oklahoma, the Company has major offices in Nashua, New Hampshire; Houston, Texas; London, England; Mountain View, California; Fairlawn, New Jersey, Moscow, Russia, and Hong Kong, China. (<http://www.pennwell.com>).

###