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NEW VERILUX® RISE & SHINE® NATURAL SLEEP SYSTEM
Fall Asleep Naturally, Sleep Soundly and Wake Up Refreshed and
Revitalized with Advanced 'Wake to Light' Technology

WAITSFIELD, VT (March 24, 2010) – Innovators in the burgeoning “wake to light” category of personal wellness products, Verilux® -- “The Healthy Lighting Company” -- introduces the **Rise & Shine® Natural Sleep System** (model VA04) with proprietary and patented technology. The new **Rise & Shine Natural Sleep System** combines controlled lighting with a nearly limitless selection of sounds to provide the most soothing and effective manner in which to fall asleep naturally, and wake refreshed and energized.

“We’re excited to launch our highly advanced, full-featured **Rise & Shine Natural Sleep System**, which we believe is unparalleled in providing the most relaxing and energizing way to end each day and begin the next,” says Nicholas Harmon, President of Verilux, Inc. “We invested extensively in product design and engineering to create a unique system for sleeping and waking that can be customized to the individual’s needs. Understanding that calibrating circadian rhythms is a very user specific task, our systems need to be designed with the utmost flexibility, and still be as easy to use as an alarm clock.”

The new Verilux **Rise & Shine Natural Sleep System** progressively dims or brightens light, while simultaneously decreasing or increasing the selected sound to create an effective sleeping and waking program that promotes well-being.

“We’re dedicated to creating the most advanced and innovative ‘wake to light’ products, and our advanced **Rise & Shine** series offers the pinnacle of innovation in the personal wellness category, says Harmon. “In our view, a technologically

advanced product like our new Rise & Shine Natural Sleep System directly addresses growing consumer demand for drug-free, natural and effective ways to achieve optimum health and vitality.”

Rise & Shine Natural Sleep System is crafted in an elegant, rectangular wooden box-shape housing in classic white and neutral graphite with silver accents. Compact and traditionally styled to complement all bedroom decors, the **Rise & Shine Natural Sleep System** features easy to use twist dial and touch pad controls, and a large, easy to read LCD menu that displays the time, date and menu selections. Also located conveniently on the front of the unit are USB and SD Ports to listen to MP3 audio. On one side of the **Rise & Shine Natural Sleep System**, a powerful 5-Watt, 4 ohm full range speaker provides optimum sound quality. On the back of the unit, an Auxiliary Lamp Connector plugs in a bedside lamp for supplemental lighting that simultaneously dims and brightens with the **Rise & Shine Natural Sleep System**. Additionally, three separate rear jacks connect an iPod®, personal stereo headphones, and an external antenna.

The **Rise & Shine Natural Sleep System** features a unique adjustable LED light panel on the top of the unit, which creates beautiful and effective white dusk and blue and white dawn simulations. The Natural Sleep System helps guide the body’s natural systems that regulate normal sleeping and waking patterns. Dusk simulation gradually dims the **Rise & Shine Natural Sleep System’s** soothing white light panel, which naturally prepares our body and mind to fall into a sound sleep. An excellent, drug-free “sleep aid” for adults, **Rise & Shine Natural Sleep System** is also a very effective and pleasant way to help young children fall asleep more easily. The dawn simulation feature, which progressively increases the intensity of the LED panel’s revitalizing blue and white light, provides the most natural and refreshing manner in which to wake up. The dawn simulation feature is especially helpful to people who start their morning long before the sun is up, sleep in a dark room with minimum natural light, or have trouble waking during the months when the sun comes up later in the morning, including fall, winter and early spring. The highly advanced LED light panel can be moved forward and back to adjust the direction of light, and users have a choice of 20 brightness levels.

Rise & Shine Natural Sleep System's fully customizable sound system, synchronized with the dawn and dusk simulation, enhances the experience of falling asleep peacefully and waking energized. Advanced electronics offer a nearly unlimited range of choices, from high quality FM radio, to natural spa soundscapes, therapeutic programs (talk and hypo-therapy), audio books and MP3 music. **Rise & Shine Natural Sleep System's** advanced audio capabilities include 8 soothing and ambient soundscapes (actual 30 minute sampling of natural and soothing ambient environments), including Oceans, Streams and Rainforest, and the ability to support up to 800 MP3 songs, talk therapy programs, natural ambient sounds, or audio books. SD, USB and auxiliary inputs are conveniently provided to easily play custom audio and transform each **Rise & Shine Natural Sleep System** into a personalized sleep system.

Available now at www.verilux.com, **Rise & Shine Natural Sleep System** is priced at \$249.99 suggested retail.

For further information about the new Verilux **Rise & Shine Natural Sleep System**, please visit www.verilux.com, <http://www.verilux.com/>, or call toll-free 1-800-454-4408. For press inquiries, please contact Julia Stambules at JS Public Relations in Westchester, New York (914-961-0282), email: Julia@jpublicrelations.com.

Founded in 1956, Verilux, Inc., the "Healthy Lighting Company," designs and manufactures environmentally friendly lifestyle products utilizing Natural Spectrum® lighting technology to improve people's vision, well being and environment. A pioneering company in light technology products for healthy living, Verilux offers a wide range of high quality home, office, travel and skincare products engineered to improve reading, help alleviate the symptoms associated with seasonal light changes, aid sleeping, sanitize surfaces without the use of chemicals and clear and rejuvenate the skin. Best-selling products include the expanding Verilux HappyLight® series for light therapy and the Verilux CleanWave® UV-C Sanitizing Wands and Toothbrush Sanitizer for chemical-free sanitizing of harmful bacteria and viruses. Verilux's message and products are focused on creating a balanced and

healthy lifestyle that benefits everyone and the world around us. Verilux calls this “living life in a better light.” The name Verilux is Latin and means “true light.”

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