

FOR IMMEDIATE RELEASE

ROAL Electronics Joins eMerge Alliance Organization

Dedicated to furthering the rapid adoption of efficient and safe power for buildings

Stroudsburg, PA – January 25, 2010 – ROAL Electronics has joined the eMerge Alliance as a Participating Member. We believe, as does the Alliance that smarter buildings will contribute significantly to the use of sustainable building materials, as well as improved energy efficiency.

Recognized as a global leader in digital power conversion products, ROAL's expansive portfolio includes several complete series of easy to install LED driver modules, and integrated power systems that support the concept of DC powered infrastructure.

At the recent GreenBuild Conference and Expo, eMerge Alliance launched their innovative standard for using 24 volt DC in commercial buildings, which was well received by the many attendees who visited their booth. At the show, they were voted "Best of What's New, What's Green", and were presented with an award.

"The eMerge Alliance provides a forum for a focused group of members who share a common interest in distributed DC architecture in the new construction and renovated building environments. ROAL is thrilled to be a part of the alliance, and anticipate that our products will bear the eMerge stamp of approval in the near future", stated Don Mulvey, Executive VP.

Efficient and Safe Power for Buildings

ROAL
living energy

... yeah, we saw this coming.

2007 ROAL files Patent Application for Efficient Low Voltage Distribution System For LED lighting

2008 ROAL Launches the **MultILiNO** An Intelligent Class 2 Power Splitter The first product of its kind.

2009 ROAL launches the **Remote Power System.** A central DC power system for Electric Signs & buildings.

2010 ROAL joins **eMerge** ALLIANCE

2011 ROAL will announce a complete line of power system products compatible with **eMerge** ALLIANCE

For product inquiries or regular updates on new products, visit us at: www.roallivingenergy.com
Or get regular updates by email by registering at: info@roallivingenergy.com

About ROAL Electronics

ROAL Electronics is an innovations company with a solid IP and product portfolio in Solid State Lighting electronics. It develops and manufactures high quality switch mode power supplies (SMPS), LED Drivers, High Power LED Modules, motor controls and user interface panels for appliances. ROAL offers some of the smallest, high performance and most reliable power conversion products in the industry today. More information is available at www.roallivingenergy.com

About the eMerge Alliance

The eMerge Alliance is an open industry association promoting the rapid adoption of safe, low-voltage DC power distribution and use in commercial building interiors. eMerge is focused on developing a global standard that integrates interior infrastructures, power, controls and a wide variety of peripheral devices, such as lighting, in a common platform. Building owners can gain unprecedented design and space flexibility along with reduced energy usage and improved sustainability. Alliance membership is broad-based in nature, comprised of entities such as architects, interior designers, consultants, engineering firms, government and code groups, academic and industry groups, product manufacturers, and building owners. For more information, or to find out how your organization can join the Alliance, please visit www.eMergeAlliance.org.