



NEWS RELEASE

For Immediate Release

Detroit Landmark Cobo Center Planning a \$21 Million Energy Conservation Makeover *Michigan-Based EverLast® Lighting Selected for Energy Efficiency Upgrade Project*

JACKSON, MI – Cobo Center is one of the largest convention complexes in the United States and an iconic landmark of Detroit, Michigan. With the help of SmartBuilding funding, the regional authority that manages Cobo Center is planning a \$21 million energy saving construction program, which will include lighting, roofing and insulation upgrades. Together these projects will save approximately \$900,000 per year, or about 12.5% of its energy bill and related maintenance. The energy conservation program is being aided by federal ARRA grant money allocated to the State of Michigan.¹

Lighting is a significant operating expense for the Cobo Convention Center. Currently exhibition areas are being illuminated by more than 3,000 inefficient 400w metal halide high bays, with annual energy and maintenance costs pushing \$460,000. Reducing this cost burden was a focal point for Cobo engineers. After accepting numerous bids for nearly a year, Jackson, Michigan based manufacturer, EverLast® Lighting was selected to fill the center's request for energy-efficient lighting.

"Cobo selected induction fixtures for several reasons," stated Brandon Marken, EverLast® Lighting's Director of Commercial Sales. "They were impressed with the overall performance of the sample fixtures, as well as the quality of light compared to competing LED fixtures they had seen. In addition to being pleased with the light, Cobo engineers were attracted by the difference in cost between induction and LED fixtures. Selecting induction ultimately meant a faster return on investment."

Induction light fixtures are 50% more energy efficient than metal halides and last up to 100,000 hours, making them virtually maintenance free for up to 15 years. Cobo will save more than \$340,000 annually on lighting energy and maintenance costs, resulting in an estimated \$5 million total lifetime savings.

Cobo Center and EverLast® engineering teams partnered together to develop a solution that worked in conjunction with the center's already existing Johnson Controls system. "By installing variable dimming high bays, the facility engineers will be able to set the lights to show low, show high, and maximum mode depending on the needs for a specific tradeshow," stated Marken "The fact that our fixtures are made right in Jackson, Michigan was also viewed as a bonus to key decision-makers."

Designed by renowned architect Gino Rossetti, the 2.4 million square foot complex, located on the bank of the Detroit River has hosted a wide range of concerts, conventions and summits. Most notably, Cobo Hall became home to the North American International Auto Show in 1965, now a 46 year Detroit tradition.

By August 2011, Cobo Hall will have replaced 3,000 metal halide high bays with 250w EverLast® Induction aluminum high bays – in time for the 2012 North American International Auto Show.

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EverLast® Lighting is a subsidiary of Full Spectrum Solutions, Inc. and has quickly grown into the leading manufacturer of energy-efficient lighting solutions for roadway, parking structure, facility and area lighting applications. For additional product information, visit www.everlastlight.com, call 888-383-7578, or email info@everlastlight.com. For press inquiries, contact Lindsey Edwards by phone at 888.383.7578 or email lindsey@everlastlight.com.

Cobo Center is Michigan's World Class meeting and convention facility. The 2.4 million square foot complex, located on the bank of the Detroit River, is the centerpiece of downtown Detroit's Civic Center. Cobo Center also boasts one of the largest contiguous exhibit floor space in North America and two adjacent arenas (Cobo Arena and Joe Louis Arena). For more information, visit www.cobocenter.com.

¹ <http://www.growthdetroit.com/features/greengrants121610.aspx>