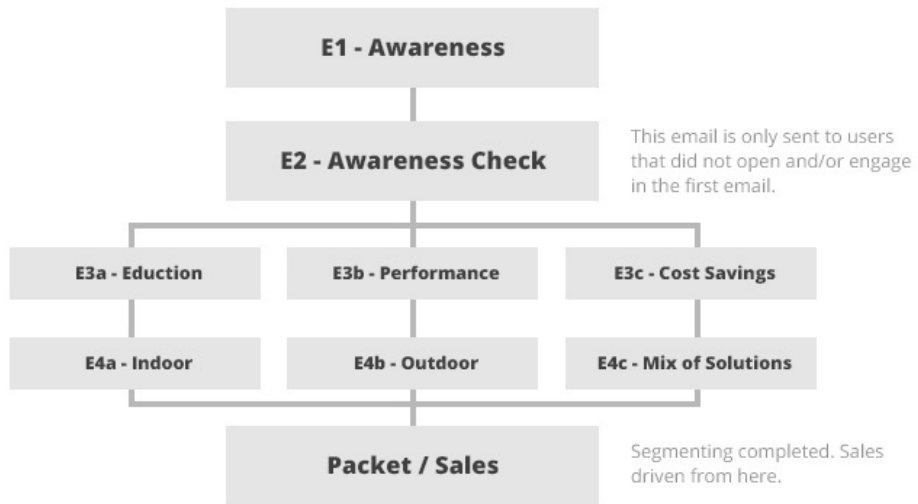


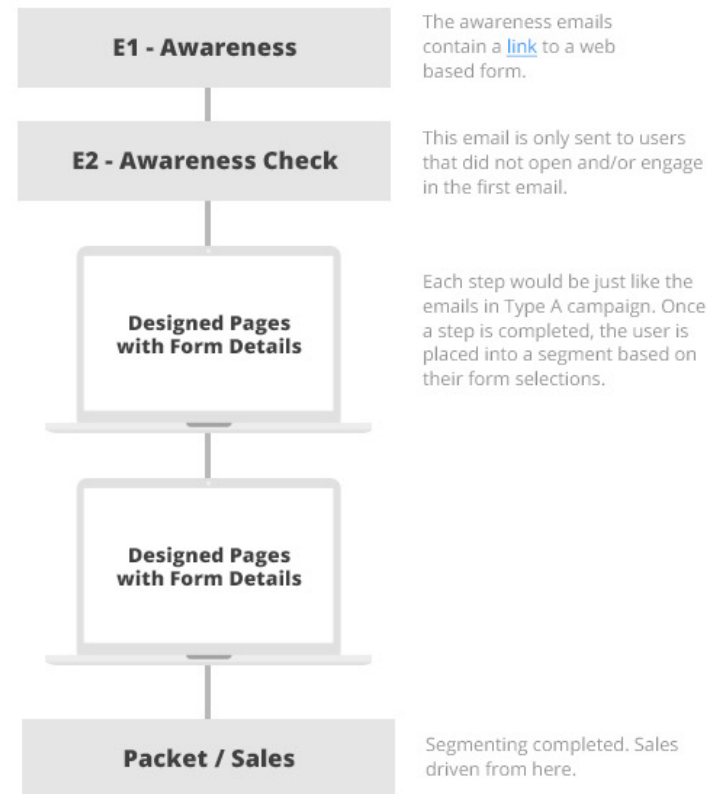
Cree Lighting Re-engagement Campaign



Type A
Email Based Campaign



Type B
Web Based Campaign





EDUCATION

CREE | LIGHTEN UP

GENIUS BECOMES YOU.

Some time ago you expressed an interest in Cree LED Lighting, you forward-thinking genius you. Since it's been a while we thought you might want to know about some of the new things Cree LED Lighting is doing that are bringing huge benefits to industries and companies just like yours.

RECOMMENDED READING

There's truth in numbers, so we've compiled valuable evidence—and some pretty darn big numbers—about the beauty, efficiency and cost-savings cost-savings Cree LED Lighting brings to these industries. What can LED save you?



FOR AN ENGINEERING SCHOOL, A FEAT OF ENGINEERING

NC State slashes energy consumption with SmartCas™ Technology, which ensures rooms are lit only when occupied, and actually detects daylight so that supplemental lighting (and energy usage) is portioned out just enough to ensure bright, even lighting.

VIEW CASE STUDY



PERFORMANCE

CREE | LED LIGHTING | THE ENLIGHTENED EXECUTIVE

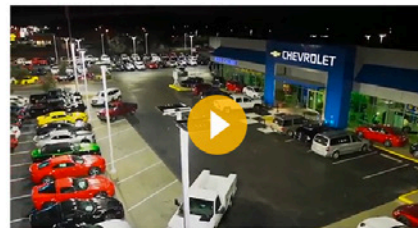
PERFORMANCE & LIGHTING QUALITY

A STORY THAT WILL BRIGHTEN YOUR DAY.

Cost of ownership and energy savings may be key decision points for most business owners in choosing an LED bulb, but the vast majority choose quality of light as an important or extremely important factor. See why Benjamin Moore upfitted their Stanton, VA store with Cree LED troffers featuring Cree TrueWhite Technology® for lifetime color accuracy and consistency. Watch the video.

PROVEN, REVOLUTIONARY TECHNOLOGY

Powered by Cree TrueWhite® Technology, only Cree LED fixtures can deliver the exclusive combination of industry-leading efficacy (up to 130 lumens per watt), 90+ CRI and consistent warm or cool color temperatures. The result is beautiful white light with superior color rendering combined with color consistency over time and temperature, all while using a fraction of the energy of traditional light sources – a true, no-compromise solution.



YOU CAN START SAVING RIGHT NOW - EVEN THE EVALUATION IS FREE.

Flirting with genius is fun, but if you're ready to stop flirting and get serious, cut straight to a FREE Lighting Evaluation. We'll send a Cree LED lighting expert to analyze your current lighting system, identify ways to improve the quality of your lighting and show you how you can start saving money and energy today.

GET A FREE LIGHTING EVALUATION

COST SAVINGS

CREE | LED LIGHTING | THE ENLIGHTENED EXECUTIVE

COST SAVINGS

PAYBACK TO THE MAX.

MAINTENANCE PARTS & LABOR	40% LOWER COSTS*
ENERGY	ENERGY
INITIAL PURCHASE	INITIAL PURCHASE

FLUORESCENT LUMINAIRES | CREE LED LUMINAIRES

Installing energy-efficient Cree LED lighting offers lifetime financial benefits in the form of lower utility bills and maintenance costs. These significant savings mean you can expect exceptional payback, and it happens quickly.

HOW MUCH AND HOW FAST? CALCULATE YOUR OWN PAYBACK.

Get a quick idea of the kind of savings you can expect with our Spreadsheet Tool below (.xlsx) You can enter costs that are specific to your operations and calculate up to three different lighting applications.

DOWNLOAD THE PAYBACK SPREADSHEET (.XLSX)

YOU CAN START SAVING RIGHT NOW - EVEN THE EVALUATION IS FREE.

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GET A FREE LIGHTING EVALUATION



CREE | LED LIGHTING


*Estimated total lifetime costs - at 50k hours or 7.61 years. You are receiving this email because you signed up to the Cree LED Lighting newsletter. If you no



ALREADY AN EXPERT

CREE | LED LIGHTING THE ENLIGHTENED EXECUTIVE

THE EVIDENCE IS OVERWHELMING. SO IS YOUR INTELLIGENCE.



You've heard all about the advantages of LED. Now see how it can benefit your company. Hit the button below to schedule a no-cost, no-obligation visit from a near-genius Cree LED Lighting Expert, who will review your current lighting system and identify ways to improve the quality of your lighting, reduce your environmental impact, and save big money on energy bills.

GET A FREE LIGHTING EVALUATION

FAST COMPANY 2015 MOST INNOVATIVE COMPANIES

CREE | LED LIGHTING

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EDUCATION

CREE | LED LIGHTING THE ENLIGHTENED EXECUTIVE

LED EDUCATION

FIVE REASONS LED IS A NO-BRAINER. 5

- 1 THE ENLIGHTENED EXECUTIVE CRAVES LESS POWER.**

The average business spends nearly 30% of its budget on energy costs, and with LED it can slash that number anywhere from 40% to 70%.
- 2 THE BRIGHTER AN IDEA IS, THE LONGER IT LASTS.**

When you compare the average lifespan of an incandescent bulb (1,200 hours), a fluorescent (8,000 hours) and a Cree LED (50,000 hours)...well, we're resisting saying "Nah, nah nah nyah nah."
- 3 LED GETS THE LEAD OUT.**

Not only are LEDs are the most efficient light source available today, they're also the greenest, containing no toxic mercury or lead. So you can breathe easier.
- 4 YOUR COMPANY'S FUTURE IS BRIGHT, AND GETTING BRIGHTER.**

Cree LED technologies are advancing so rapidly that lumens-per-LED-unit is expected to double every 18 to 24 months. A shift to LED will pay off now and its benefits will actually improve over time.
- 5 THE DOE SAYS "GO LED ASAP".**

A Department of Energy study found that in the overall life cycle of a Cree LED bulb, 96 to 98 percent of the energy used in its lifetime is used generating light, and less than four percent to is used in producing or disposal of the bulb. Sweet.

Together, these attributes make LED the poster child for sustainable corporate practices. For those of you for whom only a dense, fact-filled scientific treatise complete with colorful explanatory charts is the only way to go, grab your industry standard HP-15c Scientific Calculator and check out this white paper (lab coat is optional).

DOWNLOAD WHITE PAPER

THANK YOU

CREE | LED LIGHTING THE ENLIGHTENED EXECUTIVE


YOU LIGHT UP OUR LIVES. (WE'RE A LIGHTING COMPANY--WE GET TO SAY CORYN THINGS LIKE THAT.)

Dear [First Name],

Thank you for requesting more information. Our Industrial Solution Summary is just [one click away](#), whenever you need it.

Once you've read that enlightening overview, you can [request more information, a telephone call or even a tour](#).

Also, you can discover [where to buy our products](#).




FAST COMPANY 2015 MOST INNOVATIVE COMPANIES

CREE | LED LIGHTING

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STAY CONNECTED WITH CREE



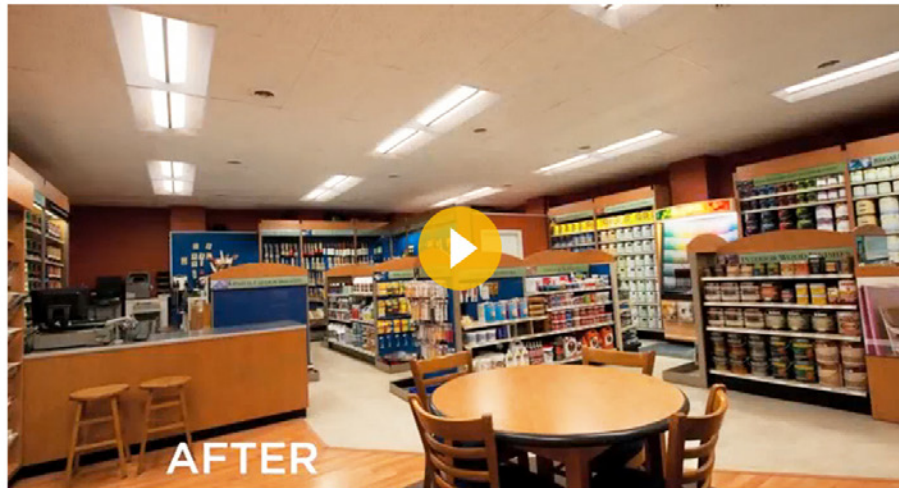


CREE | LED LIGHTING

PERFORMANCE & LIGHTING QUALITY

PROVEN, REVOLUTIONARY TECHNOLOGY

BENJAMIN MOORE LED MAKEOVER



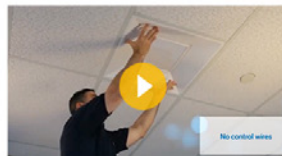
AFTER

"We originally considered replacing the existing T8 fluorescent tubes with T5 fluorescents, but after testing Cree's CR22™ LED troffer, we knew it was the best solution for this installation," said Roberts. "No other manufacturer offered the combination of performance, pricing and efficacy we desired. We continue to be impressed by the improved lighting quality and significant savings the CR22 troffers provide."

PETTY GARAGE



SMARTCAST INSTALLATION



CLASSROOM LED MAKEOVER



AMERICAN TOBACCO CAMPUS



LED LIGHTING

REVOLUTIONARY TECHNOLOGY

TELL US ABOUT YOUR INTERESTS:

- INDOOR LED APPLICATIONS
- OUTDOOR LED APPLICATIONS
- SMART CONTROLS

WATCH THE VIDEOS