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**7News and Christmas Décor by Swingle
partner to create a dazzling LED holiday lighting display
that saves 85 to 90% in energy costs.**

Go "GREEN" with your holiday lighting, the 7News message to viewers!

Denver, CO – November 10, 2008 – For the second year, 7News has partnered with Christmas Décor by Swingle, the experts in holiday lighting displays, leading the way in LED (Light Emitting Diode) technology.

7News and Swingle designed a holiday lighting scheme that would both keep with the holiday spirit while going GREEN. The dazzling display includes over 5000 LED lights and an 18 foot wreath as the design's center piece on the 7News studios.

Marketing Director at 7News, Linda Bayley said, "What better way to celebrate the holidays than to light our building AND cut down on energy use. It's a Christmas card to our viewers and to all those who commute by our station. 7News has also produced a pop-up holiday greeting card to encourage the going GREEN message, featuring Anne Trujillo, Mike Landess, Lionel Bienvenu and Mike Nelson that will air on our station throughout the season. Hopes are that viewers will follow suit by using LED's for their own holiday lighting displays."

7News Chief Meteorologist Mike Nelson will flip the switch on the lighting display at the 7News Studios at Lincoln and Speer during the 10PM news on Monday, November 24th. The display will continue into the New Year.

"LED lights have numerous advantages over standard incandescent lights. LED's not only save 85 to 90 percent of energy costs, they're more durable and run much cooler, thereby reducing fire risk. They also last longer and when one light does goes out, the remaining lights stay illuminated. It's an exciting technology," explains Jeff Oxley, Swingle's Vice President of Operations.

For more information on LED holiday lighting displays contact Christmas Décor by Swingle at 303.337.6200 in Denver or 970.221.1287 in Fort Collins or visit www.myswingle.com.

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Energy and cost savings LED and incandescent comparison chart below:

A Comparison of LED Lights vs. Incandescent Lights:

C9 Replacement Bulbs	Incandescent	LED
# of C9's (130v/7w)	250.00	250.00
watts per bulb	7.00	1.00
total watts per hour	1,750.00	250.00
kilowatts	1.7500	0.2500
hrs of operation daily	10.50	10.50
daily cost to operate	1.18	0.17
days of operation	60.00	60.00
seasonal cost to operate	\$70.56	\$10.08

14.29% Energy Usage of LED's Compared with Incandescent Bulbs
85.71% Energy Savings of LED's Compared with Incandescent Bulbs

50 lt. Mini Light Set	Incandescent	LED	
# of 50 lt. sets	15.00	15.00	*750 bulbs*
watts per set	24.00	2.40	
total watts per hour	360.00	36.00	
kilowatts	0.3600	0.0360	
hrs of operation daily	10.50	10.50	
daily cost to operate	0.24	0.02	
days of operation	60.00	60.00	
seasonal cost to operate	\$14.52	\$1.45	

10.00% Energy Usage of LED's Compared with Incandescent Bulbs
90.00% Energy Savings of LED's Compared with Incandescent Bulbs