

PRESS RELEASE

28 October 2008
For immediate release

“GREEN” LIGHTING PRODUCT SAVES 20—50% IN ENERGY COSTS

Eruma Subsidiary Illuminex Signs Exclusive Marketing and Distribution Agreement for Energy Saving Lighting Product

Have you every counted the number of fluorescent lamps you see night and day – in hospitals, hotels, airports, shopping centres, offices and railway stations?

A revolutionary new device that can be fitted onto existing fluorescent lighting systems now promises to save 20-50% in energy costs by levelling out the fluctuations in the electrical current supplied to a circuit.

The new Ecologic range of products marketed exclusively by Illuminex, a subsidiary of AIM-listed firm Eruma plc (AIM:ERU), consists of energy efficient fluorescent lamp control ballasts - devices that regulate the level of electrical current supplied to a circuit. When fitted to a conventional fluorescent lighting system, the Ecologic products use less energy than standard magnetic ballasts resulting in a significant reduction in costs and associated carbon emissions.

The products in the range outperform comparative products from other leading manufacturers and can be retrofitted into existing systems, allowing potential clients to reduce energy consumption without taking on the cost of replacing an entire lighting system.

Illuminex Ltd, a subsidiary of AIM traded Eruma plc, specialist provider of counter terrorism and burglary protection products and emergency lighting, has entered into an exclusive 20-year agreement for the marketing, sales and distribution of Ecologic products in the UK, Europe, Africa and Australasia with ECO-ESD, a UK-based company that supplies the Ecologic range of energy saving controls for fluorescent lamps.

Eruma, a specialist provider of counter terrorism and burglary protection products and emergency lighting systems, already manufactures the Illuminex range of intelligent emergency lighting systems.

Strict building regulations now mean that building owners and property managers can face anything from a fine to manslaughter charges if they do not ensure the continued operation of the emergency lighting system and maintain a rigorous test regime. These requirements can be time consuming, disruptive to normal business activities and difficult to manage.

The Illuminex products manage all of this for them, completely automatically reporting faults or failures as and when they occur to the building manager’s mobile or laptop.

In addition to minimising costs through automatic testing, the Illuminex light source and batteries have a life expectancy in excess of six years, significantly reducing the need for maintenance. The energy consumption of Illuminex products is less than 2% of traditional product offerings, helping to significantly reduce building’s carbon footprint.

Kevin Coffey, Managing Director, Illuminex, comments:

"Rising energy prices coupled with a greater awareness of environmental issues means that products such as these will become increasingly relevant to companies looking to reduce the impact of electricity bills on their balance sheets as well as their carbon footprint on the planet."

=== ENDS ===

For further information please visit www.illuminex.co.uk or www.erumapl.com or contact:

Wayne Money	Eruma plc	www.erumapl.com	Tel: +44 (0)20 7566 2610
Stuart Davies	Illuminex Ltd	www.illuminex.co.uk	Tel: +44 (0)1256 347 195

Notes to Editors:

About Eruma plc (www.erumapl.com)

Incorporated in March 2005 and listed on AIM, Eruma plc is the holding company for Illuminex Ltd Security Blinds Ltd, a leading manufacturer of physical security systems in the UK. Servicing both the public and commercial sectors, Security Blinds' patented Secur™ system provides clients with protection against terrorism, explosions and burglary.

Elegant yet robust, Secur™ is a much more attractive and a far more effective barrier than bars and grilles, many of which can be penetrated in seconds. It blends in with any style or period of architecture and has met stringent testing requirements to win endorsement by the Home Office, Association of Chief Police Officers, leading banks, and local authorities.

The Secur™ system looks like a conventional vertical blind but has proved highly effective in mitigating the effects of bomb blasts and therefore provides a solution to protect personnel and property from terrorist or industrial explosions.

In one of BT's more sensitive locations Eruma has used Secur™ to replace steel plates over windows and continue to provide the same duty of care. The blinds have provided a greatly enhanced working environment, protecting the premises from burglary and the effects of bomb blast.

About Illuminex (www.illuminex.co.uk)

Illuminex Ltd is a supplier and distributor of intelligent emergency lighting systems. Illuminex solid state systems aim to provide superior performance whilst reducing costs to businesses and the environment.

About ECO-ESD (www.ecoesd.co.uk)

ECO-ESD is a UK based supplier of eco-friendly energy saving devices developed by its associate Advanced Environmental Technologies Limited; a company established in

Auckland, New Zealand in December 2004. The business aims to reflect New Zealand's reputation for both innovation and environmental consciousness.

Advanced Environmental Technologies is involved in the development and marketing of new technologies that will provide both business, and communities in general, with greatly enhanced efficiency in the use of energy - particularly electricity.