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D.LIGHT LAUNCHES WORLD'S MOST AFFORDABLE QUALITY SOLAR LANTERN
"Kerosene-Killing" Solar Product Retails at USD10 in Off-Grid Markets Around the World

New Delhi, India, 21 October 2009 – D.light Design today announced the launch of the Kiran, their most innovative and low-cost solar lighting solution to date, designed especially for households without access to electricity. Dubbed the "kerosene killer," the Kiran retails at USD10, making it the most affordable quality solar lantern in the world.

"D.light continues to be at the forefront of providing innovative and affordable technology solutions for off-grid families around the world," said D.light CEO Sam Goldman. "We believe the exceptional quality of the Kiran lantern, delivered at a low and affordable price, will make it a serious competitor to kerosene and other fuel-based lighting in every rural market."

The Kiran is four times brighter than a kerosene lantern and can be fully charged in a day under the sun. It provides bright, 360-degree illumination for working, studying, or traveling. There are two light settings, which offer up to 8 hours of light on a full charge. With an integrated solar panel and a multiple-setting handle, the lantern is extremely flexible and easy to use. For households with access to grid electricity, the Kiran can also be AC-charged with a standard Nokia phone adapter.

"D.light's latest innovation, the Kiran, is based on hundreds of hours of market research," said D.light's Head of Product Design Robin Chilton. "We know what our customers want: An attractive, durable product that provides enough hours of bright light every day at a price point they can afford. This is the solution that will effectively replace the kerosene lantern."

Recent market tests establish the Kiran as a viable and desirable alternative to kerosene. Customer feedback consistently praised the product's ease of use, durability, and bright light. According to Niwrtti Jawane, a welder from Miraj Village in India: "The Kiran has benefitted us in several ways: It is portable, has good brightness, and prevents the harmful effects of kerosene fumes. This purchase has been a good one-time investment. As there are no costs for recharging, it will be economical over time. We are happy with our purchase as it is a definite improvement over the emergency lights, kerosene lamps and candles previously used."

The Kiran is currently available for purchase by end-user customers through D.light dealers and distributors in India and internationally. Distributors may also contact D.light's Sales offices to place orders.

Additional D.light products available for sale are the Nova Series, premium solar lanterns with features including mobile phone charging capabilities, and the Solata, a high-quality solar task lamp.

About D.light Design

D.light Design is a fast-growing international consumer products company providing high quality solutions for people without access to reliable electricity. Our mission is to enable households without reliable electricity to attain the same quality of life as those with electricity. We will begin by replacing every kerosene lantern with clean, safe and bright light. By 2020, we aim to have improved the lives of 100 million individuals.

D.light was recently awarded the Social Venture Network's 2009 Innovation Award, and named as one of the world's top 100 clean technology enterprises by the CleanTech Group. It has also been featured in Fortune Magazine, Time Magazine, BusinessWeek, and the New York Times. It is financed by prestigious venture capital firms including Nexus Venture Partners, Draper Fisher Jurvetson, Garage Technology Ventures, the Mahindra Group; with investment from leading social enterprise funds Acumen Fund and Gray Matters Capital. To learn more, please visit www.dlightdesign.com.

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