

SCHOTT Gemtron Corporation

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FOR IMMEDIATE RELEASE

## SCHOTT Gemtron Announces CrossFire LED at T-8 Pricing

Madisonville, KY - March 5, 2010 - Tim Dye, Director of Sales and Marketing of SCHOTT Gemtron announced today that Tundra™, Sierra™, and Polar™ door models will be offered with CrossFire™ LED lighting at standard T-8 pricing. Dye stated, "SCHOTT Gemtron continues to lead the industry by being the first glass door manufacturer to provide LED technology at this price level." Dye continued by stating, "LED lighting has been a solution for our customers for the last 5 years, and now we are making it even more affordable."

CrossFire™ LED lighting has proven to be the solution for the harsh cold environments of the commercial refrigeration industry. This lighting is the perfect application for Super Markets, Convenience Stores, Buying Clubs, Drug Stores, and any other retailer that utilizes glass display doors in their merchandising endeavors.

Dye also stated, "With this major price reduction all retailers can utilize this technology and feel confident that they are maximizing their sales efforts."

CrossFire™ LED offers over 1600 lux to the center of the shelf while using as little as 15 watts per opening (door). The CrossFire™ LED system is backed by the industry leading 5 year warranty and will supply over 75,000 hours of unparalleled performance.

### *Tundra™ - Energy-Free Performance for Normal-Temperature Environments*

SCHOTT Gemtron's Tundra™ door system is perfect for energy conscious retailers—combining practical features such as energy efficiency and low maintenance with an attractive design that protects against condensation up to 74% relative humidity. Built for normal-temperature environments, Tundra™ delivers rugged, durable, reliable performance. Standard CrossFire™ LED lighting, black or white post.

### *Sierra™ - A Clear Advantage for High-Humidity Environments*

For the most demanding normal-temperature conditions, Sierra™ doors and frames offer a clear advantage: standard CrossFire™ LED Lighting, excellent visibility and guaranteed performance. Designed for high-humidity applications, SCHOTT Gemtron's Sierra™ product line ensures optimal merchandise displays under the toughest conditions.

*Polar™ - The High-Performing Solution for Low-Temperature Applications*

In low-temperature environments, retailers are looking for high performance, durable construction, and exceptional energy efficiency—and Polar™ door systems from SCHOTT Gemtron were developed with these real-world needs in mind. With industry-leading product features, such as standard CrossFire™ LED lighting, Polar™ sets the standard for low temperature displays.

About SCHOTT Gemtron Corporation

SCHOTT Gemtron Corporation (Sweetwater, Tenn.) is a joint venture of AGC Flat Glass North America, Inc. and the majority shareholder SCHOTT. AGC is a subsidiary of Asahi Glass Co. Ltd., one of the world's largest float-glass organizations. SCHOTT is a technology-driven, international group that sees its core purpose as the lasting improvement of living and working conditions through special materials and high-tech solutions. SCHOTT's Flat Glass business has operations in Europe, Asia, South America, and North America, with SCHOTT Gemtron serving North American customers.

SCHOTT Gemtron Corporation is a leading manufacturer and fabricator of glass, metal and molded components for the commercial refrigeration industry. Through expert solutions and close collaboration with customers, SCHOTT Gemtron Corporation delivers a steady stream of innovation and value to its worldwide customers and partners.

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