

★ **CREE LIGHTING-CLASS PRODUCTS.**

Cree XLamp® LEDs and Cree LMR LED Modules—
application optimized and built on proven,
patented technology.

★ TO PARTNER WITH THE BEST—

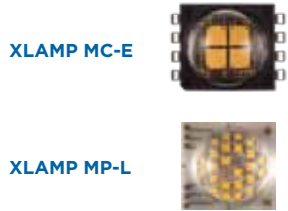
GET THE FACTS.

LEARN HOW CREE LEADS THE LED LIGHTING REVOLUTION.

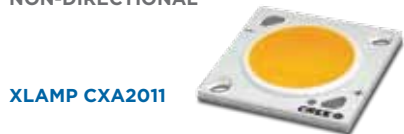
DISCRETES
DIRECTIONAL



ARRAYS
DIRECTIONAL



ARRAYS
NON-DIRECTIONAL



DISCRETES
NON-DIRECTIONAL



LED MODULES CREE LMR
SERIES LED MODULES



Request a product sample, contact a distributor, or speak with a
Cree Solution Provider and see what's next in the LED revolution at
www.cree.com or call us at (800) 533-2583.

Cree delivers lighting-class LED performance optimized
for your application—and we make it easy to design in
LED technology.

 Like us at www.facebook.com/CreeLEDRevolution

See the stories of the revolution at CreeLEDRevolution.com

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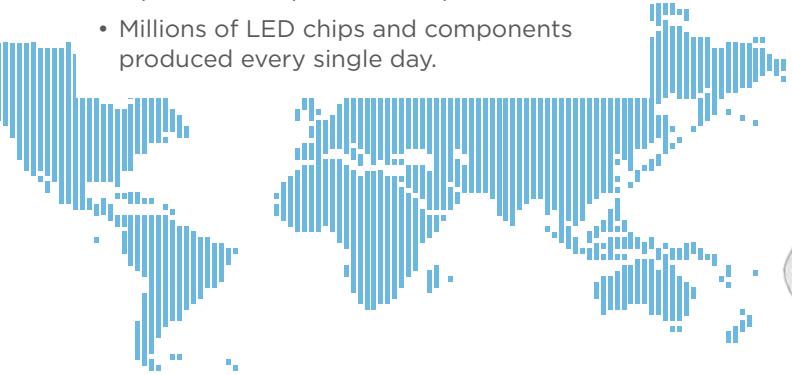


★ CREE IS LEADING THE LED LIGHTING REVOLUTION.



1 CREE HAS THE RESOURCES

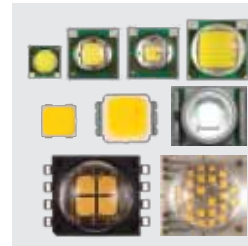
- Founded in 1987, publicly traded since 1993.
- Headquartered in Durham, NC.
- More than 4,500 employees, 11 major locations worldwide, more than 1.4 million square feet of production space.
- Millions of LED chips and components produced every single day.



2 CREE IS ROCK SOLID— AND GROWING



- Annual revenues approaching \$1B.
- Resources to grow with cash on hand of \$1.1B.
- Invested over \$350M in capacity expansion over the last 3 years.



3 CREE IS FOCUSED ON LED LIGHTING

- Cree will revolutionize lighting with LED light.
- No other LED company has done as much as Cree to develop the LED lighting market.
- Jump-started LED lighting markets with applications previously thought impossible: high CRI downlights, high CRI PAR lamps, residential downlights, commercial troffers.
- Plans to invest over \$100M in R&D in the next year to continue to raise the bar for LED lighting performance and quality.

4 CREE TECHNOLOGY LEADS THE INDUSTRY

- History of leadership; Consistently ahead of the pack in innovation, performance, commercial availability and market enablement.
- More than 1500 patents issued and over 2000 patents pending is proof that Cree is the technology leader.
- Cree provides indemnity protections to its customers for the technology inside every LED Cree sells.

5 CREE PRODUCTS OUTPERFORM THE INDUSTRY

- Proven record of delivering the brightest, most efficient LEDs first.
- Broke the 200 LPW barrier with a prototype high-power LED component.
- Reduced the cost of LED lumens by 14% or more for six years in a row with cost reductions and performance improvements.
- The only manufacturer with a successful track record of delivering industry-leading small and large die components.

6 CREE MAKES IT EASY WITH APPLICATION OPTIMIZED LEDs AND A CUSTOMER FOCUS

- No "one size fits all" products—we understand the requirements and optimize our LEDs to the application.
- We have arrays and modules that will speed you to market.
- The first to bin LEDs in the way that the lighting market wanted to buy them—in ANSI bins.
- The first company to sell LEDs the same way you buy traditional light bulbs—just specify lumen output and color temperature.
- Industry-leading applications support, design expertise and ingredient branding program to enable customers to quickly develop, introduce and market new LED lighting products.



7 CREE'S WORLDWIDE DISTRIBUTION NETWORK HAS THE INVENTORY

- Flexible terms and supply chain capabilities help you manage production.
- Expert design assistance delivers solutions and complementary products to expedite your design.

8 CREE ADDS VALUE TO YOUR PRODUCT

- Research shows that 9 out of 10 lighting buyers would be more likely to purchase products labeled "Cree LED Inside".

