

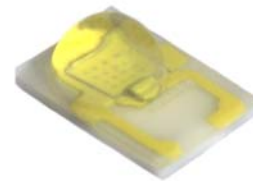
Press Information

October 29, 2009

LUXEON REBEL LEDs FOR THE AUTOMOTIVE INDUSTRY WILL SPUR NEW DESIGNS AND ENERGY SAVINGS

San Jose, California – Philips Lumileds has announced broad release of its white automotive rated LUXEON Rebel LEDs. Intended for use in automotive applications such as daytime running lamps, position lamps, backup lamps and interior lighting, these LUXEON Rebel parts provide superior design flexibility and are engineered and tested to exceed automotive requirements for reliability, performance, and lifetime. Each part conforms to both the SAE and ECE color specifications and has complete PPAP documentation.

“The auto industry is under continuous pressure to innovate, inspire and develop more sustainable solutions, and vehicle lighting is one of those applications where the latest LUXEON LEDs can positively contribute to how people feel about their cars and how they see others on the road,” said Steve Barlow, Executive VP of Sales and Marketing at Philips Lumileds. “LUXEON Rebel enables new, unique design possibilities because of its small size and high output. The low power consumption contributes to saving millions of litres of fuel. And the rugged package is designed to function for the life of the vehicle eliminating the need to change bulbs.”



LUXEON Rebel Power LED

For automotive lighting engineers there are many benefits including:

- Simplified secondary optic design and integration
- Reduced thermal management engineering
- Easier assembly and integration for reduced manufacturing costs

LUXEON Rebel white LEDs for automotive applications are the most recent addition to a portfolio of products including LUXEON Altilon, SuperFlux and SnapLED that have been and continue to deliver robust performance, energy savings and new design possibilities in the automotive industry. Additional information is available at the Philips Lumileds web site, www.philipslumileds.com/automotivelighting or by contacting Philips Lumileds, Philips Automotive or Future Lighting Solutions.

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About Philips Lumileds

Philips Lumileds is the world's leading provider of power LEDs for illumination solutions. The company's leading light output, efficacy and thermal management are direct results of the ongoing commitment to advancing solid-state lighting technology and enabling lighting solutions that are more environmentally friendly, help reduce CO₂ emissions and reduce the need for power plant expansion. Philips Lumileds' LUXEON LEDs are enabling new solutions for shop, outdoor, office, school, and home lighting applications. More information about the company's LUXEON LED products and solid-state lighting technologies can be found at www.philipslumileds.com.

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs more than 118,000 employees in more than 60 countries worldwide. With sales of \$38 billion in 2008, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.

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