

MEDIA CONTACT:

Dorcas Cheng-Tozun
D.light Design (China office)
+86 150 1383 0650
dorcas@dlightdesign.com

**ONE FOUNDATION AND D.LIGHT DESIGN JOINTLY LAUNCH PILOT PROJECT:
"DELIVERING BRIGHTNESS, LIGHTING UP HOPE"**

Liangshan, China, 2 September 2009 –One Foundation and D.light Design today jointly launched a pilot project in China's Sichuan Province called "Delivering Brightness, Lighting Up Hope". In poor areas of western China, there are still many households using fuel-based lighting such as kerosene lamps or candles, which are dangerous, unhealthy, and polluting.

The purpose of the program is to train the rural poor to use indoor solar lanterns and to enhance the local people's quality of life in an economical and environmentally friendly means. Through cost savings from no longer having to purchase fuel for lighting, as well as increased incomes resulting from the extended workday, families who use solar lanterns will be empowered to gradually step out of poverty. As a social enterprise specializing in designing products for people without reliable electricity, D.light has brought brightness and hope to tens of thousands of households in over 25 countries.

This will be the first time D.light's products will be distributed in China.

Through November of this year, the three-month pilot will be carried out in three impoverished villages in Meigu County, Liangshan, Sichuan. This area is home to one of the largest populations of the Yi ethnic group, as well as many other minority ethnic groups.

Liangshan Yi for Empowerment (LYFE) Centre and Venture Avenue Consulting will be responsible for the execution of the pilot. 150 poor families will be selected to benefit from the program. They will receive bright, safe lighting from solar lanterns as well as training programs in health care and work skills. The pilot has been designed to research the economic and social benefits of solar lanterns for rural Chinese and to test the feasibility of solar lantern distribution on a larger scale.

About Jet Li One Foundation

The Red Cross Society of China Jet Li One Foundation Project (Jet Li One Foundation) was founded by Red Cross ambassador Jet Li, under a strategic partnership with the Red Cross Society of China. The Jet Li One Foundation Project works independently to pursue its charitable mission and agenda. Their goal is to build a sustainable, professional, and trustworthy foundation platform to encourage social sector development and bring out mass participation in philanthropic giving and volunteerism in China. To learn more, visit www.onefoundation.cn/en_index.php.

About D.light Design

D.light Design is a fast-growing international consumer products company serving 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 is financed by prestigious venture capital firms including Nexus India Capital, Draper Fisher Jurvetson, Garage Technology Ventures, the Mahindra Group; with investment from leading social enterprise funds, including the Acumen Fund and Gray Matters Capital. To learn more, please visit www.dlightdesign.com.

###