



THIS OLD HOUSE NAMES FINALLY LIGHT BULBS TO LIST OF THE 100 BEST NEW HOME PRODUCTS OF 2014

The TOH Top 100 Reveals the Must-Have Innovations of the Year

New York, NY (October 24, 2014) –Today, **This Old House** named Finally™ Light Bulbs to its 4th annual “**The TOH Top 100**,” a list of the 100 best new home products of the year. The editors spent months testing and examining thousands of products to find the most distinctive, helpful, and innovative new home products in seven categories: Kitchen, Bath, Tools, Building Products, Outdoor Living, Home Tech, and Finishing Touches. Featured in the November/December issue, each winning product is labeled with icons such as Money-Saver, Easy Upgrade, Eco-Friendly, Splurge, and Made in America.

“We started our quest for the right light a little over three years ago, when we realized that LED and CFL technology were just not cutting it as replacements for the incandescent light we all love,” said John Goscha, Founder and CEO of the Finally Light Bulb Company. “We developed Acandescence™ with the sole purpose of replicating the warm omnidirectional glow of incandescence without the energy waste. It’s incredibly rewarding and exciting for our new lighting technology and our Finally™ light bulbs to be recognized by the venerable ‘TOH Top 100.’”

The long-lasting and energy-efficient Finally™ light bulb looks and turns on instantly, just like a traditional incandescent bulb, but uses 75% less energy than an incandescent and will last 15 times longer – providing up to \$75 worth of savings over its lifetime. Ideal for indoor and outdoor use, and for use in enclosed fixtures, Finally™ bulbs fit everywhere and work anywhere.

“Every year, there is an endless list of new home improvement products introduced to the marketplace. For the annual ‘The TOH Top 100’, we sift through them to identify the ones that will actually save our ten million readers time and money while enabling them to fix up their homes with greater ease and style,” says Editor Scott Omelianuk.

“The 2014 list is full of products that wowed us for their innovation and their ability to create breakthroughs in their categories,” adds Omelianuk. “We are confident that our readers will be as excited by them as we are.”

A complete list of “The TOH Top 100” can be found at www.ThisOldHouse.com/top100.

About the Finally Light Bulb Company

Located just outside of Boston, Massachusetts, the Finally Light Bulb Company has exclusively engineered Acandescence,™ an innovative new – and energy-efficient – lighting technology that reproduces the warm glow of incandescent at an affordable price. The result is a breakthrough light bulb that successfully replicates the attributes of a traditional incandescent light bulb while using 75% less energy. The bulb, which lasts 15 times longer than a comparable incandescent, is expected to retail for less than \$8.00. Relax. The right light is here. Finally. To learn more and to pre-order your Finally™ light bulbs, visit www.finallybulbs.com

About *This Old House*

This Old House Ventures Inc. is America's premier home enthusiast brand, netting 50 million multi-media impressions each month through its award-winning television, print, and web properties. The leading consumer publication for home how-to and inspiration, the award-winning *This Old House* magazine currently has a circulation of 950,000 and reaches an audience of nearly 6.5 million print readers. *This Old House* is available on tablets and is published by Time Inc., the largest magazine media company in the U.S.

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