

PR Newswire - Press Release

## Mobern Lighting Company Selects TransMedia Group to Publicize Scented Lighting Fixtures Called Mobern Scented Series

05.12.08, 5:36 AM ET

LAUREL, Md., May 12 /PRNewswire/ -- MOBERN LIGHTING COMPANY, a venerable manufacturer of high quality lighting products based in Laurel, Maryland today announced that has selected TransMedia Group to shed a media light upon their innovative Mobern Scented Series, an energy efficient lighting fixture with a long lasting fragrance.

"The Mobern Scented Series lighting fixtures can be used in any room and is especially effective in bathrooms. Commercial entities have always been searching for outlets to provide pleasurable scents without the public noticing them, and we selected TransMedia Group to tell the world," said David W. deMartino, Director of Sales and Marketing for Mobern.

Mobern collaborated with the company Rotuba Extruders, Inc., the world renowned compounder and extrusion company, to produce the perfect scent of fresh linen for the Mobern Scented Series. Its sleek look and durability are because it was developed using Mobern's exclusive P3 technology using post powder paint, and the Scented Series is EFACT compliant, which exceeds Energy-Star efficiency ratings. Mobern Scented Series innovative lighting fixture is ideal for hotels, hospitals, restrooms, locker rooms, nursing homes, dormitories, etc.

"We are excited to represent such a legendary company in the lighting industry, especially as they have a breakthrough product that has so many commercial applications," said Kelli-Ann Bloechinger, Director of Media Relations for TransMedia Group. "It's a hot industry as more than \$8 billion is spent annually on items that emit fragrances and we anticipate great media attention as this is an incredibly unique lighting product."

Mobern Lighting Company distributes lighting products worldwide and is led by Agostini Limited, a Trinidad and Tobago conglomerate that is the majority owner of Mobern.  
[www.mobern.com](http://www.mobern.com)

For more information, visit [www.mobernscentedseries.com](http://www.mobernscentedseries.com). Media Contact: Glen Calder 561-750-9800 x 216 [gcalder@transmediagroup.com](mailto:gcalder@transmediagroup.com) SOURCE TransMedia Group