

## Press information

15 December 2009

### **PHILIPS HELPS FOOD BANK SHINE OVER CHRISTMAS WITH 20,000 LED LAMPS**

*René Froger delighted with joint action to reduce energy costs for the less fortunate members of society in the Netherlands*

**Rotterdam, 15 December 2009** – Philips is donating 20,000 LED lamps for the Food Bank (Voedselbank) to put in the special Christmas food packages they will be handing out on Thursday 17 December. This will enable all of the households that receive help from the Food Bank this winter to reduce their energy bills. The LED lamps that Philips is donating are from the latest generation of energy-saving lighting – they last up to 25 times longer than incandescent lamps and consume 80% less energy!

René Froger, supporter of the Food Bank, received the gift today on behalf of the charitable organisation: “The Food Bank makes life easier for people by distributing substantial food packages every Friday. I think it is wonderful that Philips is helping the Food Bank over the Christmas period with this kind and generous gesture.”

#### **A helping hand over the Christmas period**

Frank van der Vloed, General Manager Philips Lighting Benelux: “Christmas is the festival of light and we hope that this action will make a small but noticeable difference and that it will give the Food Bank a well-deserved helping hand in tackling problems such as poverty. We realise that the higher price of the LED lamps can represent a barrier for people of limited financial means. That is why Philips wants to help these people by giving them something that would usually be out of their reach: the latest innovation in energy-efficient lighting. Philips is delighted to have this opportunity to work together with the Food Bank to promote energy saving and a sustainable society.”

The Christmas period is often an especially difficult time for people with limited financial resources. Energy costs are also higher at this time because of the cold weather. For people with an average monthly disposable income of € 175 a small saving can make the difference between whether or not they have food to eat. By replacing an incandescent lamp with a LED lamp, low-income households can save on average € 10 a year in energy costs.

#### **Working together to fight poverty and energy wastage**

The Food Bank forms the link between manufacturers – particularly manufacturers of foodstuffs – and people who find themselves in difficult circumstances. There are now 110 branches in the Netherlands and 20,000 families in eight regions receive regular food packages to supplement their daily food requirements. Sjaak Sies from the Food Bank in the Rotterdam region said: “We are very grateful for this support from Philips and we know that this will be an enormous help to the people we support. This gift makes the most advanced lighting technology accessible to people who would otherwise never be able to afford to buy it.”

René Froger, who has been supporting the Food Bank for a number of years now, including through his television programme ‘De Froggers: Effe Geen Cent Te Makken’, is delighted with the Philips action: “If we are to fight poverty and reduce energy wastage we need to join forces and take action. The fact that Philips and the Food Bank are working together to help the less fortunate members of society in the Netherlands by enabling them to make substantial energy savings is an excellent example of what we can achieve simply by working together. This makes me even more determined to fight for a better world.”

At the same time, Philips is running an offer in conjunction with the newspaper 'De Telegraaf' whereby readers of De Telegraaf can buy a LED lamp at half price from Tuesday 15 December onwards. De Telegraaf and Philips will together donate € 2 to the Food Bank for every lamp sold through this reader offer.

### **Lighting for Food Bank Rotterdam gets a *makeover***

In addition to these actions, Philips also plans to acknowledge the dedication and good work of the Food Bank by giving the lighting in the entire Food Bank warehouse in Rotterdam a makeover. The existing lighting is to be replaced with energy-efficient TL solutions. The new lighting will enable the Food Bank to save 40% on energy costs compared with the existing lighting situation and at the same time it will also provide 25% more light in the warehouse.

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Over Koninklijke Philips Electronics

Koninklijke Philips Electronics N.V. (NYSE: PHG, AEX: PHI) is een onderneming met een veelzijdig aanbod op het gebied van gezondheidszorg en welzijn, dat gericht is op verbetering van de kwaliteit van leven van mensen door middel van tijdige innovaties. Als toonaangevende onderneming op het gebied van gezondheidszorg, lifestyle en lighting integreert Philips technologieën en design in op de mens gerichte oplossingen, die zijn gebaseerd op diepgaand inzicht in de wensen en behoeften van de klant en zijn merkeloofte van "sense and simplicity". Philips heeft wereldwijd circa 116.000 werknemers in dienst, verspreid over meer dan 60 landen. Met een omzet van EUR 26 miljard in 2008 is de onderneming marktleider op het gebied van cardiale zorg, acute zorg en thuiszorg, energiezuinige verlichtingsoplossingen en nieuwe verlichtingstoepassingen, alsmede lifestyle-producten voor persoonlijk welzijn en amusement, met een sterke leidende positie op het gebied van Flat-TV, scheerapparaten en haartrimmers, portable entertainment en mondverzorgingsproducten. Meer informatie over Philips vindt u op [www.philips.nl/nieuwscentrum](http://www.philips.nl/nieuwscentrum).