

Best Buy Lights Up Homes with New Generation of Light Bulbs on Designing Spaces™ on Lifetime TV

Best Buy will introduce The Insignia™ LED light bulb as a money-saving alternative on the “Think Green” series

Pompano Beach, FL – CISION – April 24, 2013) Best Buy Enterprise Services Inc. will feature their exclusive Energy Star certified Insignia™ LED light bulb on the popular home improvement show Designing Spaces™ on Lifetime TV airing on Friday, April 26th at 7:30 am (ET/PT). The segment, “Plan it for the Planet” airs as part of the “Think Green” series.

Representatives from Best Buy will inform viewers about the benefits and advantages of using LED light bulbs around the home. Eco-friendly and economical, the Insignia™ LED light bulb uses 75% less energy than incandescent bulbs, are recyclable, mercury and gas free and are designed to have a product life of over 22 years.

Insignia™ LED light bulbs can lead to saving big money, energy, and time. Besides being eco-friendly, the bulbs emit a warm white light, are dimmable and look like a traditional incandescent light bulb, making them familiar to consumers.

“We’re so excited to have Best Buy on our “Think Green” series to show our Designing Spaces viewers how simple changes like switching out your incandescent bulbs for Insignia™ LED light bulbs can make a big impact and can help them live more efficiently,” says Lysa Liemer, Designing Spaces™ on Lifetime Executive VP of Programming and Chief Operating Officer.

For more information, please go to: www.bestbuy.com or www.insigniaproducts.com



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About Designing Spaces™

Entering its 10th year **Designing Spaces™** continues to be one of America's favorite home improvement shows. The show inspires viewers on decorating ideas, do-it-yourself projects and step by step home improvements to help make every space count and provide solutions to help you enjoy the space you live, work and play in. **Designing Spaces™** Family of Spaces includes *Think Green Spaces*, *Kids Space*, *Pet Spaces* and it's widely popular *Spaces of Hope* which prides itself on assisting people and places in dire need of a makeover including children's shelters, animal shelters, military families and more. **Designing Spaces™** airs at 7:30am (ET/PT) on Lifetime.

For information or to view a show visit <http://www.designingspaces.tv>