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Universal Lighting Technologies Launches New Sales and Marketing Campaign

NASHVILLE, Tenn. (July 25, 2005) – Universal Lighting Technologies, a leading manufacturer of lighting ballasts and controls, has launched an aggressive new sales and marketing campaign. The strategic initiative includes all-new sales materials, advertising, and promotional contests.

“We are focused on providing our distributors, dealers, and representatives with the most effective tools and support possible,” says Chris Holstein, director of marketing for Universal Lighting. “With this new campaign, we are strengthening our education and communication efforts by consolidating them into a single strategic plan.”

The campaign consists of six distinct elements: advertising, point-of-purchase materials, direct mail and email, consumer promotions, giveaway contests, and educational programs for both sales staff and end users. The overall purpose of the campaign to provide targeted marketing materials that assist Universal Lighting representatives to connect with and enlighten prospective customers.

The advertising facet of the new sales campaign is already underway. A variety of eye-catching full-page ads will run in leading trade publications throughout the year. Each ad showcases a different Universal ballast family with a simple, specific tagline. For example, one ad boasts, “These college costs are going down 40%,” to demonstrate the money-saving benefits of the ULTim8™ high-lumen fluorescent ballast in university classroom and laboratory applications. Dealers are encouraged to customize and incorporate these ads into local advertising efforts.

Universal Lighting strives to provide its sales staff with attractive and useful Point-of-Purchase (POP) materials that will get attention. From traditional countertop displays to distinctive items like bar stools, these items serve to promote the Universal brand while

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contributing to the function of sales area. POP materials can improve awareness and retention of the sales message either by directly providing information or by reinforcing the brand image.

Direct mail and email are powerful tools. Universal Lighting is training sales staff how to appeal to architects and engineers with cost-effective, deliverable materials. These items often feature another aspect of the marketing campaign—namely, consumer promotions. “Promotional giveaways are a highly effective method of motivating your customers as well as your sales staff,” says Holstein.

Universal Lighting will also launch a new educational program for sales staff, distributors, and end users. With online and onsite elements, this phase of the new marketing campaign will keep customers up-to-date on the latest technology and product solutions developed by Universal Lighting. The ballast manufacturer will be hosting these educational opportunities throughout the country.

“Universal is the most trusted name in ballasts, and we have the most comprehensive line of products in the industry,” says Holstein. “Our new campaign will help raise the profile of the Universal brand and the unique benefits of Universal ballasts.”

For nearly six decades, Universal Lighting Technologies, Inc., has been bringing power and precision to the world’s most innovative lighting. Headquartered in Nashville, Tenn., with operations and distribution worldwide, the products of Universal Lighting Technologies are marketed under the Universal® and Triad® brand names. Universal Lighting Technologies is focused on designing, manufacturing and distributing the industry’s finest lighting ballasts and controls. Universal Lighting Technologies – *The Power to Light. The Power to Lead.*

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