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**FOR IMMEDIATE RELEASE**

## **“E-tensity” Offers High Efficiency for High Ceilings**

**NASHVILLE, Tenn. (March 30, 2006)** – Universal Lighting Technologies offers the ultimate energy savings and efficiency in high-ceiling situations with its E-tensity™ electronic HID ballasts. Universal is a leading manufacturer of lighting ballasts and controls. The E-tensity offers dramatic improvements over traditional magnetic HID lighting.

Magnetic HID lighting has warm-up delays and will not come on instantly, nor can it be effectively connected to occupancy sensors. This type of ballast has a fixture efficiency less than 80 percent, and it loses significant amounts of luminosity over time—about 35 percent of in less than half of the product’s lifespan. This is in addition poor color quality and lamp-to-lamp color variation.

Electronic HID lighting is revolutionary step forward. The E-tensity from Universal maintains at least 90 percent luminosity over the same time period that a magnetic HID ballast will lose more than one third of its brightness. Its sound rating has been graded an “A” while its fixture efficiency is greater than 90 percent. This can save more than 30 percent in utility costs. Furthermore, the lamps switch on instantly with no warm-up delay.

E-tensity electronic HID ballasts are a perfect fit for gymnasiums, high-ceiling retail environments, and other similar applications. The product family ranges from 20-watt lamps to a 400-watt pulse start lamp, and it is compatible with 0-10 volt photocells for automated dimming with Universal’s SuperDim® technology. This allows the ballasts to reduce energy use by reducing luminosity when the sun is already providing adequate light. Furthermore, E-tensity requires fewer fixtures than magnetic HID for reduced installation costs.

For more information on Universal Lighting Technologies and the E-tensity family of ballasts, call 1-800-BALLAST, fax your request to (615) 316-5146, or visit the Web site at [www.universalballast.com](http://www.universalballast.com).

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

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Universal Lighting Technologies are marketed under the Universal™ and Iriad™ 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.*