



Contact: Rick Lewis  
Gish, Sherwood & Friends  
(615) 385-1100  
rlewis@gish.com

**FOR IMMEDIATE RELEASE**

## **WIN A DREAM VACATION!**

*Universal Lighting Technologies Invites You to "Traverse the Universe"*

**NASHVILLE, Tenn. (March 12, 2009)** – Lighting professionals can enter for a chance to win a vacation of a lifetime from Universal Lighting Technologies. The "Traverse the Universe" promotional giveaway is now underway with three grand prizes up for grabs: a magical trip to Maui, a breathtaking Alaskan cruise, and a stunning stay in Aruba. Each dream vacation is worth up to \$4,500. In addition to these grand prizes, anyone who purchases more than \$100 in qualifying products from Universal Lighting Technologies will walk away with an instant gift while supplies last.

Universal Lighting launched the "Traverse the Universe" campaign to support its partners in the distribution channel and strengthen their sales efforts. The high-profile giveaway is also designed to promote Universal Lighting's comprehensive line of high-efficiency lighting ballasts, including the ULTim8<sup>®</sup> family of T8 ballasts, which is designed to provide a quick payback by slashing energy bills up to 40 percent compared to T12 systems and up to six percent versus standard electronic T8 ballasts. There is no purchase necessary to win. All you have to do is visit the Traverse the Universe Web Portal on [www.unvlt.com](http://www.unvlt.com).

The three grand prize winners will be drawn at random. In order to enter the drawing for the Maui vacation, lighting professionals must submit their entries by May 28, 2009. The deadlines are July 30 for the Alaskan cruise and September 28 for the trip to Aruba. Each winner will receive up to \$4,000 in the form of a travel voucher to plan a dream vacation through a Wagonlit Carlson Travel Coordinator, plus \$500 in spending money in the form of an American Express cheque.

In addition to the grand prizes, lighting professionals can also enter for a chance to win a \$100 Visa Gift Card through the online Energy Jolt Trivia Challenge. Simply answer a ballast trivia question, and you will be entered into a monthly drawing for the \$100 prize. Visit the Traverse the Universe Web Portal on [www.unvlt.com](http://www.unvlt.com) to participate.

Sales staff at participating distributor locations can also earn gift cards and other prizes based on sales of qualifying Universal Lighting products.

This is the latest in an award-winning series of high-profile promotional giveaways from Universal Lighting. Last year, the company gave away free trips to Nashville, where one lucky winner came home with a brand new, legendary Harley-Davidson motorcycle. These promotional events typically have successfully boosted distributor sales at participating locations.

**-more-**

## WIN A DREAM VACATION FROM UNIVERSAL LIGHTING – Page 2/2

For more information on Universal Lighting Technologies and the “Traverse the Universe” promotional giveaway, visit a participating distributor, call 1-800-BALLAST, or visit the Web site at [www.unvlt.com](http://www.unvlt.com).

For more than 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 – *Energy Intelligence in Lighting.*

(High-res photos and logos available.)



# # #