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**FOR IMMEDIATE RELEASE**

## **UNIVERSAL LIGHTING TECHNOLOGIES PARTNERS WITH ALLIANCE MARKETING IN BRITISH COLUMBIA**

***Sales Representative Agency to Bolster Universal's Sales & Customer Service***

**NASHVILLE, Tenn. (Oct. 4, 2010)** – Universal Lighting Technologies is pleased to announce Alliance Marketing, Ltd., will provide sales representation in British Columbia, starting October 1, 2010, as part of Universal's ongoing expansion throughout Canada to better serve its growing customers base.

Established in 1990, Alliance Marketing Ltd. is dedicated to providing its clients the highest service and support. Known for the strong relationships it enjoys with its employees, distributors, manufacturers, and end users, Alliance is the picture of professionalism and loyalty. Alliance approaches the lighting market with knowledgeable salespeople, quality manufacturers and a commitment to service.

Alliance Marketing has a strong inside and outside sales staff to meet its customers' needs for high-efficiency linear fluorescent, compact fluorescent, HID, and e-HID ballasts from Universal Lighting Technologies, as well as state-of-the-art control systems, lamps, and lamp holders. If you would like more information, please contact Sandy Macpherson with Alliance Marketing at 604.205.5284 or smacpherson@alliancemarketing.ca.

For more information on Universal Lighting Technologies, visit [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.*

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