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UNIVERSAL LIGHTING TECHNOLOGIES LAUNCHES SOCIAL MEDIA CAMPAIGN

New Sites on Facebook, Twitter & LinkedIn to Connect with Customers & Fans

NASHVILLE, Tenn. (December 1, 2010) – Universal Lighting Technologies is establishing new lines of communication with its customers, staff, media, and the general public by launching a social media campaign on a variety of popular websites including Facebook, Twitter, and LinkedIn.

The new [Facebook page](#) features upcoming events and tradeshow, the latest product and application photos, news and announcements, and – of course – an opportunity for visitors to leave comments and questions for the Universal staff. The ability to interact with customers and potential customers quickly, simply, and directly was among the chief reasons why Universal elected to develop a Facebook presence.

“All of our social media sites were designed to make direct communication as simple as possible, ensuring that our company is always accessible and responsive to our customers’ needs,” said Susan Phillips, marketing director for Universal Lighting Technologies. “We always prefer for communication to be a two-way street. Through social media, contractors, distributors, and end users can interact with us and each other in an online community.”

Universal is also embracing [Twitter](#) as an opportunity to join the conversation about new technologies in the lighting industry, best practices for energy savings, and other popular topics being discussed online among lighting professionals. The company “tweets” under the name UNVLT, which is (not coincidentally) the company’s website – www.unvlt.com. On the company’s [LinkedIn page](#), Universal is able to provide up-to-date information on its staff, history, products, job openings, and new hires.

Links to each of these social media sites can be found on the Universal Lighting Technologies homepage at 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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