



Contact: Rick Lewis
GS&F
(615) 385-1100
rlewis@gsandf.com

FOR IMMEDIATE RELEASE

WELCOME TO “THE BLUE ZONE”

New Merchandising Program From Universal Lighting Technologies

NASHVILLE, Tenn. (May 29, 2012) – “The Blue Zone” is coming to distributor locations throughout North America, courtesy of Universal Lighting Technologies. It’s an opportunity for distributors to earn free merchandising kits, signs, and display cases to help turn heads and increase sales.

Based on a minimum stocking order of Universal Lighting Technologies’ top-moving counter sales product families, each distributor location can choose between two merchandising packages. The first includes a window cling, counter mat, wall sign, and acrylic counter display showcasing the benefits of Universal Lightings Technologies’ energy-saving and installer-friendly ballasts. The second includes all of the above, plus a steel gondola 4-shelf display rack and a ceiling quad mobile.

In addition, if the minimum stocking order includes at least \$250 of Programmed Start products, Universal Lighting Technologies will also provide a window cling, fact card, shelf dangler, counter easel, and lapel pins featuring the benefits of Programmed Start technology. The new ULTim8® line of Programmed Start T8 ballasts offers true parallel lamp operation for low ballast factor (EL) ballasts. With an ultra-fast starting time under 700 milliseconds, these ballasts are ideal for frequently switched applications, especially those with occupancy sensors.

This opportunity is available to distributors throughout North America from now until June 30, 2012, or when supplies are depleted. To learn more about Universal Lighting Technologies, visit www.unvlt.com or call 1-800-BALLAST.

Universal Lighting Technologies, Inc., produces some of the world’s most advanced linear fluorescent, compact fluorescent, HID, eHID, and LED solutions for commercial lighting applications, as well as the most cost-effective energy management systems in the lighting industry today. A global leader in research and development since 1947, Universal Lighting Technologies joined the Panasonic family of companies as a wholly owned subsidiary of Panasonic Corporation Eco Solutions Company in 2007. Today, the company manufactures and distributes products under the Universal®, Triad®, Panasonic, Vossloh-Schwabe, DCL®, DEMANDflex™, EVERLINE™, and Signa® brand names.

Universal Lighting Technologies — Energy Intelligence in Lighting.

###