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FOR IMMEDIATE RELEASE

UNIVERSAL LIGHTING TECHNOLOGIES ACHIEVES PLATINUM STATUS IN IDEA'S "BANDS OF EXCELLENCE" PROGRAM

*Ballast & Systems Manufacturer Reaches Highest Level
for Exceptional Marketing Support*

NASHVILLE, Tenn. (December 13, 2012) – Universal Lighting Technologies has reached IDEA's Platinum Band, the most prestigious level of IDEA's Bands of Excellence program. Owned by the National Electrical Manufacturers Association (NEMA) and the National Association of Electrical Distributors (NAED), IDEA established this program to recognize manufacturers for providing exceptional marketing support to its trading partners.

Platinum status indicates that Universal Lighting Technologies is taking full advantage of the Industry Data Warehouse (IDW) to provide product specs, attributes, images, and descriptions within the online system. Launched in April 2012, the IDW allows distributors to download information and share it with their customers via the web, print catalogs, and other materials.

"Universal sees the benefit of the enriched data program in support of the Distribution Channel, and we believe it is imperative to offer this information in this electrical format," said Chris Holstein, vice president of marketing, Universal Lighting Technologies.

"Universal Lighting Technologies has taken a leadership role, and it is appropriate that they be recognized. They are working exceptionally hard to adapt to changing customer expectations, and I've been extremely impressed with the way they responded to this challenge," said Bob Gaylord, president and CEO, IDEA.

Visit <https://idw.ideaservices.net> to learn more about IDEA and the Bands of Excellence program, or visit www.unvlt.com for more information about Universal Lighting Technologies.

About IDEA:

The Industry Data Exchange Association, Inc., (IDEA) is the official technology service provider and eBusiness standards body of the electrical industry. The company helps thousands of electrical

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manufacturers and distributors find the most cost-effective methods for running day-to-day business. The IDW is an online application in which manufacturers can securely share product information with all their distributors simultaneously. Distributors can use the IDW to obtain the most up-to-date and complete product information from all their suppliers in one standard format. Universal Lighting Technologies' distributors can access their product information by logging into the IDW at idw.ideaservices.net. To learn more about the IDW and sign up for an account, please visit www.idea-esolutions.com/solutions-services/service/idw.

About Universal Lighting Technologies:

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.

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