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FOR IMMEDIATE RELEASE

Innovative Online Engagement Boosts Sales for Universal Lighting Technologies' Distributors

Industry Leader Announces Grand Prize Winners for 2013 Universal Expert Sports Club Promotion

NASHVILLE, Tenn. (Dec. 19, 2013) – Universal Lighting Technologies, a Nashville-based industry leader in high-efficiency lighting design, announced today grand prize winners from the company's 2013 Expert Sports Club online program.

The four independent electrical distributors who correctly guessed the outcome of college football games were not the only winners. Universal Lighting and its distributors also scored big on the sports-themed promotion. With participation from more than 350 distributor locations, the company and its partners saw a strong increase in product sales.

“Universal Lighting developed this program to create stronger connections with our distribution partners in a new and creative way,” said Susan Phillips, director of marketing at Universal Lighting. “The approach worked. Not only did we strengthen relationships with our sales partners, but the promotion helped drive sales for Universal Lighting and our distributors.”



(L to R) Scott Ottenberg, Universal Lightings' Regional Sales Manager, awards Dan Anthony, of Crescent Electric Supply in Davenport, Iowa, the grand prize ULTim8 Fan Cave package with Bray Sales Agent Representative Joe Metzger.

Universal Lighting offered the Expert Sports Club program exclusively to independent electrical distributors and their sales teams. Participants earned points for picking winning sports teams and answering bonus questions about Universal Lighting products. Additionally, distributors earned incentives in the contest for selling Universal Lighting products.

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Thanks to the 2013 Expert Sports Club promotion, two grand prize winners are taking home sports memorabilia and two more are taking home the ULTim8 Fan Cave Prize Package.

Jeff Withrow of Holt Electrical Supply in St. Louis, Mo., and Dan Anthony of Crescent Electric Supply in Davenport, Iowa, both won the ULTim8 Fan Cave Grand Prize, which includes a flat-screen television, gaming system, home theater system, surround sound speakers, a fridge and sports memorabilia. Zach Newcomb of All Phase in Indiana won an autographed jersey. And Phil DeBrosse of All Phase Electric Supply in Toledo, Ohio, won an autographed football. In addition to the top prizes, Universal Lighting awarded hundreds of prizes through drawings held weekly during the promotion.

“I can’t think of a better partnership than Universal and Crescent Electric Supply,” said Anthony, winner of the ULTim8 Fan Cave package. “Thank you for running this unique promotion.”

Due to the success of the unique effort, Universal Lighting Technologies will repeat the promotion in 2014. Distributors can sign up with their Universal Lighting agent to participate prior to Feb. 17.

About Universal Lighting Technologies, Inc.

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®, EVERLINE®, Triad®, Panasonic, Vossloh-Schwabe, DCL®, DEMANDflex™, and Signa® brand names.

Universal Lighting Technologies — Energy Intelligence in Lighting.

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