



Contact: Liz Parker
GS&F
(615) 385-1100
lparker@gsandf.com

FOR IMMEDIATE RELEASE

**UNIVERSAL LIGHTING TECHNOLOGIES ACHIEVES PLATINUM STATUS IN
IDEA'S "BANDS OF EXCELLENCE" PROGRAM
FOR SECOND CONSECUTIVE YEAR**

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

NASHVILLE, Tenn. (Jan. 20, 2014) – Universal Lighting Technologies has achieved IDEA's Platinum level status, 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 content for 85-100 percent of their stock products.

In order to more closely align with NAED Supplier Scorecards, the criteria to receive a 2013 Band of Excellence was made significantly more difficult. The Platinum banding level now indicates that 100 percent of Universal Lighting Technologies stock items in the Industry Data Warehouse (IDW) include 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.

"These new more rigorous banding levels were designed to communicate the rapidly-evolving expectations of buyers, and recognize the manufacturers, such as Universal Lighting Technologies, that are meeting or exceeding those expectations," said Bob Gaylord, President and CEO, IDEA.

"Universal sees many benefits to the enriched data program in support of the distribution channel. We believe offering information in this electrical format is both essential and advantageous," said Chris Holstein, vice president of marketing, Universal Lighting Technologies.

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 manufacturers and distributors find the most cost-effective methods for running day-to-day business. IDEA's applications help connect the supply chain and make business processes efficient, easy and enjoyable for people every day. IDEA was founded in 1998 through a partnership rooted

UNIVERSAL LIGHTING TECHNOLOGIES ACHIEVES PLATINUM STATUS 2/2

in the collective leadership of the National Electrical Manufacturers Association (NEMA) and the National Association of Electrical Distributors (NAED) members. Their applications also bring value to vertical markets such as industrial, retail, and consumer-packaged goods. IDEA is headquartered in Arlington, VA (idea-esolutions.com).

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 Technology customers can access their product information by logging into the IDW at <https://idw.ideaservices.net/>. To learn more about the IDW and sign up for an account, please visit <http://idea4industry.com/applications/for-distributors/idw-for-distributors>.

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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