



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

FOR IMMEDIATE RELEASE

UNIVERSAL LIGHTING TECHNOLOGIES WINS TWO 2014 “BEST OF THE BEST” AWARDS FROM *tED* MAGAZINE

NASHVILLE, Tenn. (Aug. 19, 2014) – Universal Lighting Technologies was recently recognized in *tED* Magazine’s “Best of the Best” Awards for 2014. The Nashville-based lighting company’s marketing efforts won in two categories: digital and social media campaign for a supplier under \$250 million and website for a supplier under \$250 million. The winners were announced at the NAED AdVenture Conference in Chicago on August 5.

“Our company has grown significantly in recent years, and in order to keep up with the competition in this growing digital age we’ve made a lot of strides in website design and overall digital efforts,” said Chris Holstein, Universal’s vice president of marketing. “*tED* Magazine’s recognition of our work just further solidifies the fact that we’ve come so far in such a short time, and we’re thrilled to be considered among the best of the best by one of the lighting industry’s most trusted sources.”

The annual marketing awards competition hosted by *tED* Magazine honors marketing excellence and recognizes creativity within the electrical industry in companies of all sizes across several marketing and communications categories. Entries are judged on their overall effectiveness and creative impact by an independent panel of marketing and industry professionals secured by *tED* Magazine.

tED Magazine is a leading publication for the lighting industry, serving as the voice for the top electrical distributors in North America. A complete list of all the winning entries in the 2014 “Best of the Best” Awards will be included in the September issue of *tED* Magazine.

To learn more about Universal Lighting Technologies, please visit www.unvlt.com or call 1-800-BALLAST.

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 became a member of the Panasonic Group 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.*

###