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FOR IMMEDIATE RELEASE

Universal Lighting Technologies Named “Best of the Best” Company’s 70th anniversary campaign recognized for PR efforts

NASHVILLE, Tenn. (August 21, 2018) – Universal Lighting Technologies, Inc., a global leader in lighting and a member of the Panasonic Group, recently won an esteemed award in *the Electrical Distributor (tED) Magazine’s* 2018 “Best of the Best” Marketing Awards Competition. The annual awards acknowledge marketing excellence and creativity within the electrical industry across several marketing and communications categories.

Universal Lighting Technologies was recognized for its “Best of the Best” Public Relations/Corporate 70th Anniversary Campaign. The campaign garnered nearly ten million impressions, increased LED EVERLINE awareness, and resulted in more website visitors to the company’s landing page.

To commemorate 70 years of innovation, Universal Lighting Technologies created a campaign to tell the story of their past, present, and future in order to emphasize its position as a global lighting industry innovator. Universal Lighting Technologies’ *Milestone* campaign encouraged audiences to view them as a long-standing LED global lighting industry innovator with a commitment to quality and service.

“We are thrilled by the recognition of our work on the *Milestone* campaign. Universal has been a part of the modernization of lighting for decades and it was exciting to tell our brand and LED story,” said Susan Phillips, Universal’s vice president of marketing. “Our entire team has dedicated themselves to excellence in all areas of our business—from product innovation to customer service to marketing—and these awards reflect our collaborative team commitment to make a positive impact for our partners who depend on Universal solutions and expertise every day.”

For a complete list of all the winning entries in the 2018 “Best of the Best” Awards, visit <https://tedmag.com/ted-magazine-hands-out-2018-best-of-the-best-awards/>.

To learn more about Universal Lighting Technologies, please visit <https://unvlt.com/>.

About Panasonic Lighting Americas, Inc.

Panasonic Lighting Americas, Inc., a subsidiary of the Panasonic Group, operates Universal Lighting Technologies, Inc. and Douglas Lighting Controls, two market leaders in the industry. Together, Douglas and Universal provide customers with the most advanced lighting controls and LED components available today.

About Universal Lighting Technologies, Inc.

Seventy years ago, Nashville, Tennessee-based Universal Lighting Technologies was founded and became one of the first companies to manufacture fluorescent ballasts. Today, Universal engineers LED solutions for commercial lighting applications as well as linear fluorescent, compact

fluorescent, HID, and eHID components. The company is regarded across the North American lighting industry as an industry leader through its commitment to innovation, quality and customer service.

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