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FOR IMMEDIATE RELEASE

UNIVERSAL LIGHTING TECHNOLOGIES TARGETS DISTRIBUTOR SALES STAFF WITH THREE WAYS TO WIN PRIZES

New Marketing Program Provides Exclusive Rewards for Education and Sales

NASHVILLE, Tenn. (April 1, 2011) – Universal Lighting Technologies today launched a new marketing program to reward distributor sales staff for educating themselves about the company’s energy-saving ballasts, control systems, lamps, and lampholders. It’s called the Efficiency Zone Rewards program—or “EZ Rewards” for short. Salespersons prequalify by completing a minimum of three online classes at Universal Lighting Technologies’ award-winning e-Learning Center.

But that’s just the beginning. Once a salesperson is prequalified, they’ll be able to receive monthly gift cards based on their sales performance. Plus, they can enter weekly online drawings for additional rewards such as outdoor grills, binoculars, golf shirts, sweatshirts, and more. Contests take place at www.unvlt.com/EZ.

“At Universal Lighting Technologies, we firmly believe in providing distributor sales personnel with the tools they need to provide each customer with exactly the right energy-saving solution for their application needs,” said Susan Philips, marketing director of Universal Lighting Technologies. “That starts with educational opportunities such as our e-Learning Center so that sales staff are able to speak knowledgeably about our products and identify the perfect fit for the customer.”

In addition to rewarding the sales staff, Universal Lighting Technologies is also offering branch managers the chance to win the grand prize—one of two dream vacations to Maui valued at \$2,000! In order to qualify, the branch manager must take advantage of the EZ Rewards program to boost sales of Universal Lighting Technologies products over the same time period in the previous year. The first drawing will encompass the April 1 to August 31 time period, and the second will encompass the Sept. 1, 2011, to Jan. 31, 2012, time period.

In order to qualify for the EZ Rewards program, sales personnel and branch managers must work for a participating distributor location. The program runs from April 1, 2011 to January 31, 2012.

For more than six decades, Universal Lighting Technologies, Inc., has been bringing power and precision to the world’s most innovative lighting. Headquartered in Nashville, Tenn., with operations and distribution worldwide, the products of Universal Lighting Technologies are marketed under the Universal® and Triad® brand names. Universal Lighting Technologies is focused on designing, manufacturing and distributing the industry’s finest lighting ballasts and controls. Universal Lighting Technologies—*Energy Intelligence in Lighting*.

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