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UNIVERSAL HELPS CRESCENT ELECTRIC WIN BIG

Extreme American Road Trip and DCL® e-Learning Incentive Program Promote Sales and Continuing Education

NASHVILLE, Tenn. (May 27, 2010) – Crescent Electric Supply Company has teamed up with Universal Lighting Technologies to give its customers four chances to win a \$1,000 Extreme American Road Trip for purchasing the latest in high-efficiency lighting technology. In addition, Crescent sales staff is being rewarded with valuable prizes for continuing their education through Universal Lighting's award-winning e-Learning Center.

The Extreme American Road Trip promotion was designed by Universal Lighting to give Crescent an effective tool to educate its salespersons and boost sales. Crescent will award four \$1,000 road trips to customers who purchase more than \$150 of Universal products from Crescent Electric from now through October 31, 2010. The grand prize winners will be drawn at random. Full details are available online at www.unvlt.com.

"Every year, we develop a wide variety of turn-key promotional contests and incentive programs that are proven to increase sales for our distribution channel partners," said Susan Phillips, Marketing Director for Universal Lighting Technologies. "We also provide in-store and online promotional materials to make sure customers know about the contests and how to participate. Our goal is to make selling as simple and effective as possible for the sales staff."

Crescent sales staff can get in on the fun, too. For every 50 units of featured products they sell during the Extreme American Road Trip event, they will earn a \$25 gift card. Plus, four drawings will be held for a \$1,500 road trip prize.

Crescent has been rewarding its sales staff in other ways as well. The Demand Control Lighting (DCL®) e-Learning Center incentive program provides valuable incentives for sales personnel to complete online training courses offered by Universal Lighting. The lighting manufacturer has already awarded nearly 100 Crescent sales professionals with \$25 gift cards for completing the featured DCL modules. Plus, there have been two grand prize

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winners drawn at random at Crescent's national sales meetings. These \$500 Best Buy gift cards went to Dan Anthony in Iowa and Jon Guenther in Oregon.

"Universal is a great partner for Crescent Electric," Anthony said. "We run some internal promotions, and with Universal's promotions, it offers us a chance to sell ballasts with every order."

"After working with Universal for the past 5 years, I can tell you that it offers solid, dependable products with great customer service and a good online learning center," Guenther added. "It was pretty exciting to win the big prize!"

The Universal e-Learning Center is designed to educate lighting contractors, distributors and end users about the latest lighting technologies. Most courses qualify for continuing education credits through professional certification organizations such as NAED, NALMCO and NCQLP.

For more information on Universal Lighting Technologies and to sign up for the e-Learning Center and take the three DCL technology courses free of charge, call 1-800-BALLAST or visit www.unvlt.com.

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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