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**Tech Lighting Wins Prestigious 2012 “Lighting for Tomorrow” Award
*Company’s Unilume LED Undercabinet System Chosen as Best in Category***

CHICAGO (September 11, 2012)—Tech Lighting has won the prestigious **Lighting for Tomorrow** Award for its **Unilume LED Undercabinet System** in the competition’s LED fixture category. The awards were presented today at an official ceremony during the American Lighting Association Annual Conference in Scottsdale, Ariz. Unilume won based on judging criteria which included color appearance, color rendering, appropriate illuminance, application efficiency and aesthetic appearance.

The Lighting for Tomorrow Awards—sponsored by the American Lighting Association (ALA), the Consortium for Energy Efficiency (CEE) and Underwriter Laboratories (UL)—encourages innovation in new light sources by recognizing residential lighting fixtures and replacement lamps that use solid state technology (i.e., light-emitting diodes or LEDs) which achieve excellent lighting quality and energy efficiency. This year’s total of 124 national entries—which included 67 LED fixture entries—were judged by a panel of seven, third-party industry experts including lighting retailers, lighting designers, LED researchers, energy efficiency program sponsors, product safety engineers and lighting and design media representatives.

Delivering Next-Generation Undercabinet Lighting



Offered in 13” and 19” lengths and with 30 blue pump LEDs per foot, a 98% reflective mixing chamber and a remote phosphor lens, the Tech Lighting Unilume LED Undercabinet System achieves 51 and 61 lumens per watt (for the 13” and 19”, respectively), color consistency and incredibly even illumination while eliminating traditional negatives of LED undercabinet lighting such as hot spots and multi-shadows – all in a housing that is less than ¾” deep.

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An integrated driver makes installation easy and allows smooth dimming to 15% using a standard incandescent or ELV dimmer. Perfect for any undercabinet or display requiring energy-efficiency, superior quality of light and sleek design, Unilume's jumper connectors make it easy to link units. The product is available in 2700K or 3000K and 80+ or 90+ CRI for the most discerning applications.

According to Tech Lighting president Josh Weiss, "We decided to create a new LED undercabinet solution because we knew we could advance and innovate the traditional LED undercabinet technology. Unilume's unique design addresses many of the common concerns with historic LED solutions, so we are incredibly excited the Lighting for Tomorrow judges recognized this."

Weiss added that Tech Lighting is continually growing its LED product offering with increasing numbers of modern and sophisticated LED options for residential, commercial, hospitality and retail applications.

The Lighting for Tomorrow Award winners will be promoted through the coming year in varying industry publications, the Lighting for Tomorrow website (www.lightingfortomorrow.com) and an exhibit that will be travelled to various lighting trade shows throughout 2013.

About Tech Lighting:

Tech Lighting offers a family of decorative and architectural lighting brands including Tech Lighting, Wilmette Lighting, T~TRAK, ELEMENT and tiella. Known for its sophisticated, modern designs combined with the latest advancements in lighting technology and expert craftsmanship, the company has been a premier choice of architects, lighting designers, interior designers and homeowners since 1988. Tech Lighting is a Generation Brands company. Tech Lighting's products can be found in lighting retailers and through sales representatives across North America. For detailed product information, visit www.techlighting.com, and for news and decorating ideas, go to www.facebook.com/techlighting.

About Generation Brands:

As the parent company to Tech Lighting, Generation Brands is one of America's leading companies serving the lighting, electrical wholesale, home improvement, home décor, and building industries. The company has an outstanding portfolio of fashionable and functional lighting fixtures, ceiling fans, and decorative products that provide value and growth to its customers and end-users. The company's success is derived from its ability to serve its customers and end-users with superior service, leading edge design, and outstanding quality.

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