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**TECH LIGHTING HONORED WITH PRESTIGIOUS
2010 LIGHTFAIR INTERNATIONAL INNOVATION AWARD**

*Renowned Panel of Lighting Professionals Select Tech Lighting's ELEMENT 3" LED Downlight
as "Best in Category" for Downlights, Wallwashers, Accent Lights Category*

LAS VEGAS and CHICAGO, May 13, 2010—Tech Lighting, a Chicago-based manufacturer of premium specifier-grade architectural systems, announced today the company is a recipient of a 2010 LIGHTFAIR International Innovation Award. Tech Lighting's new ELEMENT 3" LED Downlight was recognized as "best in category" for Downlights, Wallwasher, and Accent Lights during the opening day of LIGHTFAIR International (booth #959).

"We are thrilled and honored that our ELEMENT 3" LED Downlight is recognized as the category leader by the discerning architectural and commercial lighting community," said Joshua Weiss, VP of New Product Development for Tech Lighting. "What makes this product so appealing is that it marries high performance with great design. It successfully meets the strict performance needs of the most detail-oriented designers, while also delivering superior design and aesthetics."

Now in its 21st year, LIGHTFAIR International is the world's largest annual architectural and commercial lighting trade show and conference. The LIGHTFAIR International Innovation Awards honor industry innovations for lighting-related products and designs introduced in the past 12 months. Each product was judged by an independent panel of renowned lighting professionals.

Tech Lighting's ELEMENT is a line of recessed architectural downlights. The new ELEMENT 3" LED Downlight is an 18 watt, 845 net lumen 120V LED recessed downlight featuring 3000°K and 86 CRI and lasting 50,000 hours. New enhancements in LED technology make this a true replacement for 50 watt MR16 small aperture downlights. It offers three interchangeable optics: 15° (5352 CBCP), 25° (3147 CBCP) and 40° (1481 CBCP). Components are modular for easy service. Trims are die cast aluminum for minimal thickness and are available in bronze, black, satin nickel & field-paintable white; round & square; flanged & flangeless; flat & bevel. Housing is made of heavy gauge cold rolled steel with durable matte black powder coat finish to maintain dark aperture.

Also premiering at Lightfair is Tech Lighting's LED Envision track head which utilizes the same LED module as the ELEMENT 3" LED Downlight. The power supply and heat sink fins both sit within the head resulting in a clean, thoughtful, seamless design.

About Tech Lighting and Encompass Lighting Group:

Headquartered outside of Chicago, Tech Lighting offers a family of decorative accent lighting brands including Tech Lighting, 2thousand degrees, T~TRAK, ELEMENT, Wilmette Lighting Company and tiella. Known for its refined, timeless 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 part of the Encompass Lighting Group, a Generations Brands company. Tech Lighting's products can be found in lighting retailers and through sales representatives across North America. For more information, visit www.techlighting.com.

About Generation Brands:

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 for our customers and end-users. Our success is derived from our ability to serve our customers and end-users with superior service, leading edge design, and outstanding quality. We continue to increase marketing investments and develop operating and product synergies that enhance our value to the many markets we serve. For more information, visit www.Generation-Brands.com.

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