

FOR IMMEDIATE RELEASE

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LBL LIGHTING SHOWCASES NEW LIGHTING PRODUCTS FOR 2010 AT DALLAS INTERNATIONAL LIGHTING AND ACCESSORIES MARKET

New Products Include Easy-to-Install Fusion Jack/Monorail Speaker System, Signature Pendants and Chandeliers, and Additions to Modular Series

DALLAS and CHICAGO, January 13, 2010—[LBL Lighting](#), a Chicago-based manufacturer of creative [decorative lighting](#) fixtures preferred by architects, interior designers and homeowners, announced today it will spotlight its new 2010 lighting collection in its Dallas Market Center Showroom (#3925) during the International Lighting and Accessories Market, January 14-18, 2010.

“Visitors to our showroom will once again be treated to an impressive collection of innovations that they’ve come to expect year-after-year from LBL,” said Joshua Weiss, VP of New Product Development at LBL Lighting. “But they are also going to experience a few surprises this year, like how our [Fusion Jack](#) and [Monorail Systems](#) can now be transformed into a surround-sound solution. We are excited for our customers to come see and *hear* what all the buzz is about for LBL Lighting in 2010.”



RAIL TONES – WIRELESS AUDIO SPEAKER SYSTEM FOR MONORAIL/FUSION JACK

Visitors to the LBL Showroom will be the first to preview Rail Tones – LBL’s patent pending, breakthrough wireless audio speaker system that mounts to and is powered by LBL’s [low-voltage lighting systems](#). With Rail Tones, which will be available in May 2010, homeowners will be able to effortlessly add surround sound throughout their home by connecting the speakers to LBL’s lighting systems without any additional installation and the wireless transmitter to almost any audio device. The system features uncompressed DVD-quality audio for superb sound.

The Rail Tones kit will include two wireless speakers, one wireless transmitter (plus power adaptor/cords) and one remote control with volume control and six pre-set equalizer options, allowing users to control each speaker individually. Additional speakers and a sub-woofer can be purchased separately.

NEW SIGNATURE PENDANTS, CHANDELIERS AND EXTENSIONS TO MODULAR SERIES

LBL will also be featuring new signature [line-voltage and low-voltage pendants](#) and [chandeliers](#). Additionally, it will be rolling out product extensions to its specifier-grade, Modular wall fixture series, which is ideal for indoor and outdoor locations including entryways, facades and hallways.

For images and descriptions of these new products, please view the 2010 new product fact sheet at

<http://www.lblighting.com/News.aspx>



RECESSED REMODEL TRANSFORMER

LBL will also be introducing its new Remodel Recessed Transformer which combines the aesthetics of remote transformers with the flexibility of surface transformers. The transformer is concealed inside a housing that recesses above the ceiling, and the decorative canopy is the only visible portion of the transformer once installed. It's perfect for customers that prefer the clean look of remote transformers but don't have access to a remote location.

Dallas Market Center

Showroom #3925

2100 Stemmons Freeway

Dallas, TX

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About LBL Lighting and Encompass Lighting Group:

Headquartered outside of Chicago, LBL Lighting has been designing and manufacturing the most novel and creative lighting in the industry for more than 40 years. The company's diverse portfolio of lighting products includes decorative glass pendants and chandeliers, modern European designs, ground breaking LED products, architectural heads, and indoor and outdoor wall fixtures. LBL Lighting is a part of the Encompass Lighting Group, a Generations Brands company. LBL Lighting's products can be found in lighting retailers and through sales representatives across North America. For more information, visit www.lblighting.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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