

News Release

Media Contact: Steve Heins
P: 920/892-5800
sheins@oriones.com

IEC National Welcomes Orion Lighting as Newest Platinum Industry Provider

Plymouth, Wis. (April 2007) - IEC National is pleased to welcome Orion Lighting as its newest Platinum Industry Partner. Orion Lighting manufactures and markets energy efficient lighting technologies and is committed to working directly with IEC members to deliver energy efficient lighting solutions to their customers.

"Orion is excited to work with the IEC to create a three-way win for the electrical contractor, the end-user, and our company," said Neal Verfuert, President and CEO of Orion Lighting. "What each of us brings to the relationship is important," continued Verfuert. "If you don't add value to a transaction, you don't belong in that transaction. There's really only room for one entity between a manufacturer and the end-user and we believe that's the electrical contractor."



Building upon its success in deploying its technologies with over 75 companies in the Fortune 500, Orion Lighting has designed a partnership program specifically for electrical contractors called "Partners for Profits." This program provides electrical contractors with direct access to Orion Lighting's innovative products, quick shipments with short lead times, product and sales training, access to marketing programs and comprehensive field and technical support.

"With their extensive knowledge of energy efficient lighting, Orion Lighting is a valuable supporter of the electrical contracting industry," said Larry Mullins, IEC National Executive Vice President. "I am pleased to see that the training and education opportunities they will provide IEC members through our new Platinum partnership will help our members bring additional value to their customers."

Orion Lighting also actively promotes public policy initiatives for solving our nation's emerging energy and environmental challenges. Since 2001, Orion Lighting's technology has removed 182 megawatts from the grid, saved 1.95 billion kilowatt hours, and saved clients over \$150 million in energy costs.

IEC members can get more information about Orion Lighting by visiting www.orionlighting.com where they can also view a segment on the company that recently appeared on the *Nightly Business Report* on PBS.

Established in 1957, IEC is a trade association made up of more than 3,600 member companies with more than 70 chapters nationwide. Headquartered in Alexandria, Va., IEC is the nation's premier trade association representing America's independent electrical and systems contractors. IEC National aggressively works with the industry to establish a competitive environment for the merit shop – a philosophy that promotes the concept of free enterprise, open competition and economic opportunity for all. For more information, contact Marlise Drischler, Public Relations Manager, at (703) 549-7351, or via email: mdrischler@ieci.org.