



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Light Concepts by Lithonia Lighting Debuts Dimmable Fluorescent Downlighting at West Coast Green

Conyers, Ga. – Light Concepts by Lithonia Lighting is pleased to announce its returning presence for the 2008 West Coast Green Residential Building Conference and Expo on September 25-27, 2008 at the San Jose Convention Center in San Jose, CA. Light Concepts' booth number is 407.

At the show, Light Concepts will showcase the L7XFD: a dimmable, fluorescent recessed downlighting fixture. The latest innovation in recessed downlighting offers all the energy savings and lamp life of a fluorescent fixture while affording all the luxury and versatility of a dimmable fixture. Mike Virag, vice president of recessed downlighting and track, remarks, "We are excited that residential fluorescent dimming technology has become accessible to the mainstream market. This enables homeowners the ability to take advantage of the long life and energy saving benefits of fluorescent lamps without sacrificing the control of dimming."

The L7XF dimmable enhances any residential lighting plan due to its compatibility with almost any dimmer switch and boasts a wide selection of trims. ENERGY STAR qualified and Title 24 compliant, consumers can save \$100 against its incandescent counterpart, based on operating three hours per day at \$0.10 per kWh over the life of the fluorescent versus incandescent bulb.

Seven other fixtures for the decorative fluorescent market will also be present at West Coast Green, including award-winning Elliptis and Izoro—winners of the ALA *Lighting for Tomorrow* award in 2007 and 2008, respectively. In tradition with the spirit of the conference, all of the lighting fixtures are ENERGY STAR qualified and Title 24 compliant, protecting not only the environment from the risks of global climate change, but also saving money in long-term energy costs.

For more information on any of the products mentioned above, or for Light Concepts' full line of energy-efficient residential lighting, visit LightAHome.com.

Lithonia Lighting, an Acuity Brands Company (NYSE: AYI), is North America's largest manufacturer of lighting equipment for commercial, industrial, outdoor and residential applications.

Acuity Brands, Inc. owns and operates Acuity Brands Lighting. With fiscal year 2007 net sales of approximately \$2.0 billion, Acuity Brands Lighting is one of the world's leading providers of lighting fixtures and related services and includes brands such as Lithonia Lighting®, Holophane®, Peerless®, Mark Architectural Lighting®, Hydrel®, American Electric Lighting®, Gotham®, Carandini®, SpecLight®, MetalOptics®, Antique Street Lamps™, and Synergy Lighting Controls®. Headquartered in Atlanta, Georgia, Acuity Brands employs approximately 7,000 associates and has operations throughout North America and in Europe and Asia.