

FOR IMMEDIATE RELEASE

Contact: Emily Dell
Stern + Associates
908.276.4344 ext. 210
emily@sternassociates.com

USAI® ANNOUNCES KEY ADDITIONS TO LEADERSHIP TEAM
Lighting Manufacturer Drives Company Growth with New Talent

NEW WINDSOR, NY., Aug. 17, 2010 – Leading lighting manufacturer [USAI®](#) recently announced the expansion of its leadership team with the appointments of Ann Schiffers as vice president of specification sales and Louise Gardner as western regional sales manager. The new additions bring dynamic expertise and value to the company's business and its customers, providing for new market opportunities to support USAI's continued growth.

"As our organization evolves and our capabilities broaden, it's an ideal time to welcome Ann and Louise to USAI. Their individual skill sets complement those of our existing team and will serve to accelerate our future growth as a company," said Bonnie Littman, president of USAI. "Ann and Louise possess the enthusiasm and experience we need to foster meaningful relationships with our customers as we continue to provide the advanced lighting solutions they've come to expect from USAI."

As vice president of specification sales for USAI, **Schiffers** will focus on expanding market opportunities for the company. Leveraging her diverse industry expertise, she will serve as a valuable resource for customers throughout the specification process. Possessing an intimate understanding of the distinct lighting needs of design professionals as a result of her more than 20-year career in the lighting industry, Schiffers has worked with many of the top lighting design and architectural firms in the country, including Fisher Marantz Renfro Stone and Horton Lees Brogden Lighting Design, and has also served as principal of her own design firm, Ann Schiffers Lighting Design, LLC, for the past eight years. She holds a Master of Fine Arts degree in architectural lighting design and is also a recipient of two Lumen Awards, a prestigious awards program sponsored by the New York City section of the Illumination Engineering Society (IES) that recognizes excellence, professionalism, ingenuity and originality in lighting design.

-more-

In her new role at USAI, **Gardner** will be responsible for driving USAI's sales strategy and further cultivating client relationships on the West Coast. Her proven innovative approach to sales and product development initiatives promises to reinforce and strengthen USAI's competitive position in the dynamic West Coast marketplace. Gardner brings to her position nearly 15 years of marketing and product development experience within the lighting industry. Prior to joining USAI, she was the director of marketing and engineering for Nora Lighting, Inc. where she successfully executed more than a dozen product launches in 2009, and also has previous experience with Cooper Lighting and Moz Designs. Gardner holds a Bachelor of Science degree in engineering design with a minor in art design.

A lighting industry leader, [USAI](#)[®] (USA Illumination) is helping to shine an entirely new light on the way commercial and residential properties address lighting design solutions. Driven by its IllumiVation[®] philosophy, USAI's versatile yet robust selection of products fuse together brains and beauty, providing fresh and energy-saving solutions for general illumination and accent lighting. From compact fluorescents and metal halides to its new generation of LED solid state lighting technology, all USAI products maintain the smallest physical and carbon footprint possible while meeting the strictest standards for innovation and design to ensure seamless specification, simple installation and easy ongoing maintenance. For additional information about USAI and its high-performance offerings, visit www.usaillumination.com or call 845-565-8500. Connect with USAI on [Facebook](#) and [Twitter](#).

###