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Home Lighting Control Alliance Renews Membership for 2009

Industry Consortium Cites Rapid Growth of Lighting Control and Green Opportunities

Warrenton, VA - November 24, 2008 - The **Home Lighting Control Alliance** (HLCA) has announced that it is renewing membership for a third phase of its successful outreach program. Since 2006, more than two dozen leading companies, organizations and integrators have united to battle the toggle switch by spearheading an exciting marketing initiative to raise the awareness, value and benefits of residential lighting control systems. In that time, lighting control has significantly increased market share and was cited in the latest CEA State of the Builder Survey with the largest increase of any home technology.

The next installment of the HLCA program will begin on January 1 and run for all of calendar 2009. In addition to raising market awareness for the category to homebuilders, consumers and the trade, the alliance will continue to expand its educational content online via periodic white papers and case studies as well as a bi-monthly electronic newsletter, SmartLights. The HLCA is also pursuing joint activities with NEMA www.nema.org to leverage important areas of mutual interest.

Already a big inclusive tent, the alliance partnership includes leading manufacturers of lighting control products, experienced systems integrators and prestigious industry associations. The primary focus has been on residential applications for new construction, renovations and quality retrofit installations. Core product areas have included dimming system types (hard wired, wireless), control keypads and interfaces as well as lighting control system integration for a single room or the whole house.

For all audiences, the HLCA has positioned itself as a ready resource with clear and accurate information on home lighting control. The dedicated website features various lighting control products and solutions and whitepapers. It also provides easy access to alliance members and showcases interesting applications and installations.

New members of all profiles are welcomed into the HLCA and interested parties should contact Peter Hoagland at (540) 349-9648 peter@hoagland.us. More information can also be obtained at the HLCA website www.homelightingcontrol.org

Fast Facts about the Home Lighting Control Alliance

- Founded in 2006 to promote the value and benefits of lighting control
- The HLCA currently has 27 members representing manufacturers, distributors, trade organizations and systems integrators.
- Lighting Control is cited as one of the fastest-growing installed home technologies
- Lighting Control is a green technology that can save significant amounts of energy while providing ambience, aesthetics, convenience and security.

About the Home Lighting Control Alliance (HLCA)

Founded in 2006, the Home Lighting Control Alliance is a self-funded, member-driven consortium of leading lighting control manufacturers, systems integrators and industry support organizations. Its sole purpose is to promote the awareness, value and benefits of lighting control products for residential applications.

Current partners in the Home Lighting Control Alliance include: AHA Design, CEA, Centralite Systems, Charm & Imagination, Control4, Echelon, EH Publishing, ETC, FulTech Solutions, HAI, Integrated Concepts, Jasana, Karen Proctor Electric, Krux Homes, Lightolier Controls, LiteTouch, iLuxe Innovations, Pass & Seymour, Process DSG, RL Johnson Construction, Savant Systems, S&S Electric, Somfy Systems, Square D, SST, Vantage Controls, and WattStopper.

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