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**FOR IMMEDIATE RELEASE**

**JOURNÉE LIGHTING'S LOTUS LUMINAIRE WINS LED JOURNAL'S INNOVA AWARD FOR PRODUCT DEVELOPMENT EXCELLENCE**

Westlake Village, California (March 31st, 2008) -- Journée Lighting today announced that its LOTUS fixture has been awarded the 2007 Innova Award for Product Development Excellence by *LED Journal*. Determined by the editors and readers of *LED Journal*, the LOTUS has demonstrated the highest level of innovation in cutting-edge LED product technology in 2007.

The Innova Excellence Award acknowledges the LOTUS for its bold aesthetic design and patent-pending thermal management breakthrough for high-power LED light sources, and in effect toward opening the way for making LED-based fixtures an attractive, viable alternative in the lighting industry's multi-billion dollar general illumination sector.\*

"Journée Lighting is honored to receive *LED Journal's* Innova Award, which cites our efforts to marry inspiring product design with advanced LED technology," says Clayton Alexander, founder and CEO of Journée Lighting, Inc.

While LED-based lighting has been recognized as the fastest-growing segment in the lighting industry because of its energy-efficiency and long life, its widespread adoption has been hindered by the challenge of how to properly manage and disperse the heat LEDs give off. The LOTUS has overcome these obstacles while harnessing the power of a light source estimated to use 50 percent less energy than incandescent lighting and projected to last up to 10 years.

The LOTUS is the only LED-based luminaire on the market offering a sleek design that uniquely and effectively dissipates any heat the LED source emits as well as an on-board WattageAdjust® system that enables the control and choice of three brightness settings of a high-power pure white LED source.

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The LOTUS from Journée Lighting, which was initially developed to address the museum, hospitality and residential marketplace lighting needs, recently received *DDI Magazine* Editors' Choice Award as one of the 2007 Top 20 Best New Products for the retail industry and was selected as the primary track lighting system for the prestigious Greenbuild 2007 Legacy Project, the Chicago Center for Green Technology.

About Journée Lighting, Inc.

Headquartered in Westlake Village, California, Journée Lighting, Inc. designs and manufactures pure white-light LED-based lighting fixtures, including the *Lotus*. The *Lotus* LED luminaire is available in an anodized aluminum finish in seven color options as well as in custom colors. Journée also designs and manufactures specification grade Monorail and Monopoint systems for use with its LED Luminaires. For more information, pricing and availability, please visit [www.journeelighting.com](http://www.journeelighting.com) or call 1.800.866.1880.

About LED Journal

*LED Journal* serves the rapidly expanding market for light-emitting diode and solid-state lighting technology. It covers all aspects of applications and technology development of LEDs, as well as business and market news of the LED and solid-state lighting industry.

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\*Source: Solid state lighting industry analyst Dr. Robert Steele of Strategies Unlimited recently noted that residential and retail use of LED lighting in 2007 alone reached approximately \$21.6 million and is expected to more than double in these markets in 2008.

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