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JOURNÉE LAUNCHES NEW WEBSITE

Westlake Village, California (March 22nd 2011) -- Today's lighting technology is effervescent, and companies nationwide are struggling to keep their online presence up-to-date. In an effort to provide a cohesive brand image across all forms of media, Journée lighting has dramatically redesigned its website.

The new *JourneeLighting.com* has a fresh new look which is dedicated to providing visitors with an easy way to navigate the site and find the products they are seeking.

"We're extremely excited about the launch of our new website, says Clayton Alexander, President and CEO of Journée Lighting. "It will greatly improve the online experience across-the-board for our visitors and provide a more realistic feel for our products."

The new site's homepage welcomes visitors with a new flash animation which showcases Journée's distinctive fixtures and also displays how easily the GE Infusion™ LED Module can be installed within Journée's lighting fixtures.

New interactive features have been added to the Luminaires section allowing you to explode and collapse each individual luminaire, providing a new, exciting experience.

Embracing Journée's unique brand image and forward-thinking vision, the new website also directly ties into Journée's advertisement campaigns, printed materials and product design language.

About Journée Lighting, Inc.

Headquartered in Westlake Village, California, Journée Lighting, Inc. designs and manufactures state-of-the-art LED lighting fixtures, including the award winning *Lotus* and *Azara* luminaires. 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 or call 1.800.866.1880.