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**Santa Monica Bike Store Reflects on New Lighting**

*Stylish LED fixtures installed to heighten experience*

**(SANTA MONICA, Ca.)** – Step into the storefront at Bike Effect and look up - you'll notice something more than just bikes and sports gear.

This Californian bike store decided it was time to upgrade their customers' in-store experience to match their impeccable service and top-notch products, starting with the store's lighting. You won't see these fixtures in just any bike shop.

"We want our shop to provide a whole experience, which is different than your average bike shop, through the products we carry, the services we offer and the look we create," explains Alison Letson, co-owner of Bike Effect.

To take on their artistic challenge, Bike Effect selected Journée Lighting as the fixture of choice to highlight their topnotch inventory of cycling products.

"We are interested in clean lines, LED lighting and an interesting, modern aesthetic," says Letson. "We chose the Lotus fixtures because they really stood out from the rest of the track lighting we reviewed, with superior aesthetics and a field replaceable LED Module, it was a simple choice."

Journée Lighting's *Lotus* LED Luminaire is stylish and environmentally friendly. This sleek, high-tech LED luminaire is designed to not only appeal to the eye, but also perform as a heat sink, resulting in longer lamp life and higher efficiencies. Its field-replaceable LED Module allows the user to replace the LED without disposing of the fixture itself.

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The *Lotus* LED Luminaire is an LED-based fixture that makes energy-efficient track lighting possible. Unlike other high-efficiency light sources, such as compact fluorescent and metal halide, Journée's LED luminaires boast a lamp life of 50,000 hours and contain no mercury and no lead, which make them exceptionally eco-friendly.

"We were thrilled to be a part of this exciting commercial project," states Clayton Alexander, President and CEO of Journée Lighting, Inc. "Being the top choice for the LED track lighting needs throughout this stylish, forward-thinking company was an absolute honor to us."

#### About Bike Effect

Bike Effect is Southern California's premier bike fit studio and road cycling pro shop that specializes in bike fitting, sales and maintenance of road bicycles and the clothing and gear to sport while you're on the bike. Come see us for Steven Carre's (co-owner) personalized bike fit; Cyfac, Time, Serotta, DeRosa, Ritte and Scott bikes; Rapha, Luna, Skins and Icebreaker clothing and Trigger Point Therapy products.

#### 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 *Lotus* LED Luminaires. For more information, pricing and availability, please visit [www.journeelighting.com](http://www.journeelighting.com) or call 1.800.866.1880.

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