MARKETING IMPRESSIONS

PROGRESS LIGHTING

THE BRAND

Progress Lighting is the leading, single source manufacturer of residential and commercial decorative lighting fixtures in North America.

EXPOSURE

Maximum exposure for Progress Lighting – it's people, products, programs and services among trade and consumer audiences by increasing the manufacturer's impressions in key media.

RESULTS

Creating brand awareness through strategic trade and consumer media placement, enhancing Progress Lighting's leadership position in the lighting industry.

MARKETING IMPRESSIONS

INDUSTRY PUBLICATIONS

HFN THE NEWSWEEKLY OF HOME PRODUCTS RETAILING

Home Furnishings News (HFN) is a weekly newspaper featuring in-depth news and analysis of products and retail trends in the home furnishings industry. Retail decision-makers – from buyers to senior management – and manufacturing leaders look to the publication for breaking news and reports on key product trends and industry issues.

WEB ADDRESS: www.hfnmag.com
CIRCULATION: 22,212
2004 PR COVERAGE: January

MARKETING IMPRESSIONS

INDUSTRY PUBLICATIONS

HOME LIGHTING & ACCESSORIES

The authoritative trade magazine of the decorative lighting industry for over 80 years. Read by retailers, distributors, manufacturers, reps, architects, designers and other allied lighting professionals. Contents focus on decorative lighting, home accessories, outdoor lighting and illuminated art, as well as featuring information on light commercial and residential installations, innovations and the manufacturing of consumer lighting products.

WEB ADDRESS: www.homelighting.com
CIRCULATION: 18,030
2003 PR COVERAGE: December, November, October, July, June, May, March, February, January
2004 PR COVERAGE: January, February, March April

MARKETING IMPRESSIONS

INDUSTRY PUBLICATIONS

HOME LIGHTING & ACCESSORIES

MARKETING IMPRESSIONS

INDUSTRY PUBLICATIONS

RESIDENTIAL LIGHTING

Monthly magazine for residential lighting retailers and designers as a source of new product news and style trends in lighting and home furnishings. Editorial focuses on interior design trends, merchandising techniques, market forecasts and electrical and technological updates.

WEB ADDRESS: www.residentiallighting.com

CIRCULATION: 11,158

2003 PR COVERAGE: December, November, October, September, August, July, June, May, April, March, February, January

2004 PR COVERAGE: January, February, March

MARKETING IMPRESSIONS

INDUSTRY PUBLICATIONS

POWER OUTLET

Power Outlet is the corporate monthly magazine of Rexel, the 4th largest electrical distributor in the country. Power Outlet is distributed to Rexel's customers, employees and associates.

WEB ADDRESS: http://www.rexelusa.com

CIRCULATION: 100,000

2003 PR COVERAGE: August

MARKETING IMPRESSIONS

CONSUMER PUBLICATIONS

HOUSE BEAUTIFUL KITCHENS/BATH

Quarterly magazine edited for families or individuals planning to remodel existing kitchens and baths or to add additional ones. Emphasizes design and uses for appliances, cabinets, flooring, fixtures and building materials. Includes advice on all aspects of kitchen and bath planning and design, with extensive coverage of new products.

WEB ADDRESS: www.housebeautiful.com
CIRCULATION: 350,000
2003 PR COVERAGE: Winter, Fall

MARKETING IMPRESSIONS

CONSUMER PUBLICATIONS

EUROPEAN HOMES & GARDENS

Bi-monthly magazine that serves as a guide for women who are familiar with interior and exterior design and gardening, yet seek guidance and advice on incorporating and developing a European style at home. Includes articles on home furnishing products and places of interest all with European touches. Guides do-it-yourself, do-it-for-me and professionals with photography and practical advice to inspire converting or revamping homes and gardens.

WEB ADDRESS: www.ehghhc.com

CIRCULATION: 205,000

2004 PR COVERAGE: April

MARKETING IMPRESSIONS

ADVERTISING - INDUSTRY PUBLICATIONS

BUILDER MAGAZINE

Monthly magazine written for builders, architects, subcontractors and others involved in the housing market. Provides balanced and analytical coverage of management, financial, insurance, legal and operational issues affecting all sizes of home builders. Also provides marketing tips to help builders sell better and looks at what's hot and what's not in design, and suggests tips, techniques and the latest tools for building.

WEB ADDRESS: www.hanley-wood.com

CIRCULATION: 140,000

2003 PR COVERAGE: October, June, May

MARKETING IMPRESSIONS

Advertising - Industry Publications

Big Builder Magazine

Monthly publication that explores the management, finance and operating concerns of America's blue-chip builders and corporations, which accounts for more than half of all residential construction. Gives marketers unique opportunities to deliver their product message to the most influential decision makers.

Web address: www.hanley-wood.com

Circulation: 10,000

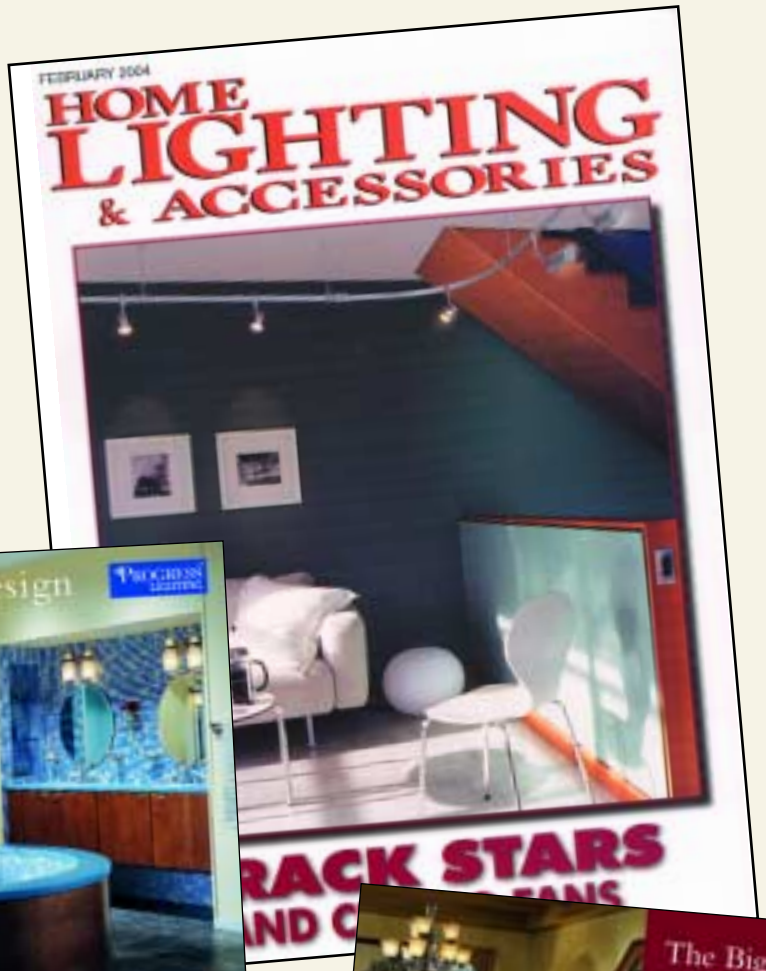
2003 PR Coverage: August

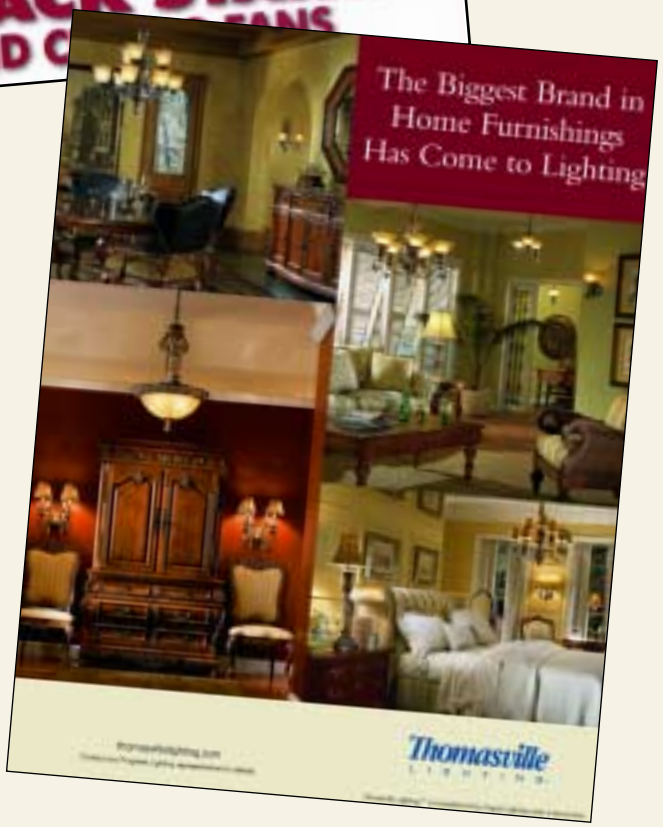
2004 PR Coverage: April

MARKETING IMPRESSIONS

Advertising - Industry Publications

Home Lighting & Accessories





MARKETING IMPRESSIONS

ADVERTISING - INDUSTRY PUBLICATIONS

RESIDENTIAL LIGHTING

MARKETING IMPRESSIONS

ADVERTISING - INDUSTRY PUBLICATIONS

HFN

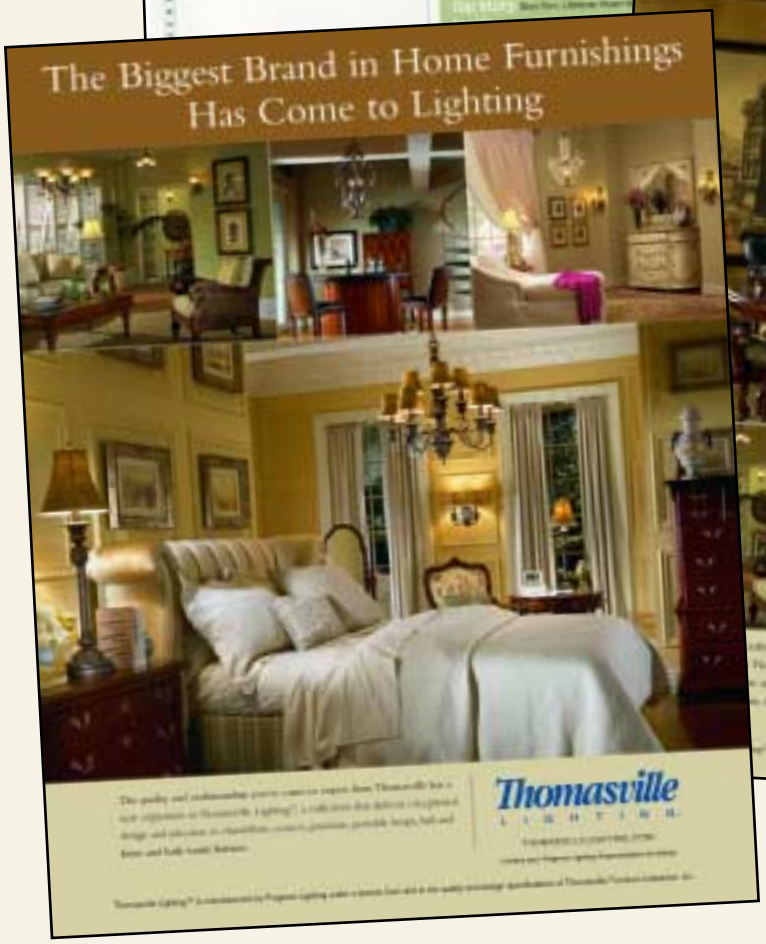
Inside

Going Flat-Out at CES

LARGE, FLAT-PANEL TVs like this Sharp Aquos were the talk of the town at the International Consumer Electronics Show. Full coverage begins on page 4 and continues in the Consumer Electronics section starting on page 33.

Levin: Sunbeam Is Shining Again

Retail Bigs Think Bigger at NRF



MARKETING IMPRESSIONS

Television Publicity

Today's Homeowner with Danny Lipford

CBS Early Show- Danny Lipford, a home improvement expert, is entering his fourth year as CBS's home improvement contributor for The Early Show. He appears from their New York studios at least once each month to bring viewers the latest home improvement products, tips and trends. Progress Lighting pendant lights and wall sconces were featured and mentioned by name on this nationally televised show.

This Old House

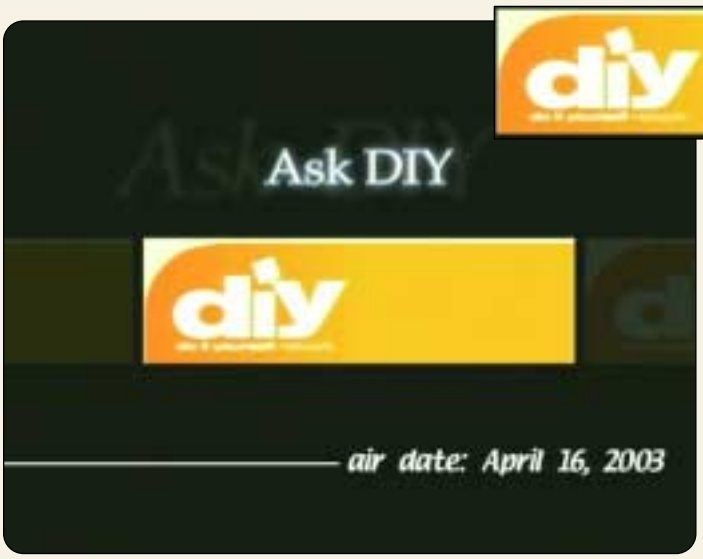
Dream Makeover Provides home construction/renovation information from the experts as they help real homeowners through real projects.

MARKETING IMPRESSIONS

Television Publicity

The Price Is Right!

The Price Is Right! is on CBS and is the longest running game show in television history, now in its 31st season. Progress' Nottington and Savona and been featured several times on the show this season.



Ask DIY

Our undercabinet lighting was featured on this show. Do It Yourself Network is an on-air, online network that provides in-depth project instructions, easy to understand demonstrations and product tips for home and hobby enthusiasts. Projects range from home improvement, home building, gardening and landscaping to automotive, boating, crafts and hobbies.

MARKETING IMPRESSIONS

Television Publicity

Extreme Makeover

Our products were put into the house on the first show in conjunction with Thomasville. In a race against time on a project that would ordinarily take four months to achieve, a team of designers, 100 workmen and even the neighbors, have just seven days to completely renovate an entire house — every single room, plus the exterior and landscaping on Extreme Makeover.

Hometime

Do-it-yourself home improvement series. The show provides the average homeowner with enough step-by-step instruction and advice to achieve professional results on their home projects. The viewers receive information on how to complete an array of home improvement projects from decks, basements, and landscaping, to bathroom or kitchen repair.

The Christopher Lowell Show

Our fixture is shown every week as part of the set (top center, Nottington chandelier). The program focuses on the latest ideas and concepts in interior design, cooking, gardening, and in-home entertaining. Emphasizes ideas, which are affordable in nature. Show also features room makeovers and shopping trips designed to aid viewers in decorating and furnishing their homes.