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**Lutron Electronics and Exceptional Innovation Announce Breakthrough
Hospitality Technology Partnership**

New industry alliance delivers seamless integration of guestroom technology, hotel amenities, and hotel network infrastructure.

Coopersburg, PA (June 18, 2009) – Lutron Electronics Co., Inc., and Exceptional Innovation announce a breakthrough partnership that will transform the way hotels create and maintain a unique guest experience. Combining innovative Lutron technology and market expertise with groundbreaking interface and integration software created by Exceptional Innovation, the two companies will be showcasing the *Lutron Hospitality Solution* at HITEC 2009, booth 278, at the Anaheim Convention Center.

This powerful new solution merges all guestroom technology into one integrated system, offering hotel guests pushbutton control of lighting, window treatments, HVAC, and more through an easy-to-use, personalized interface. The *Lutron Hospitality Solution* also directly connects guests to every service and profit center in the hotel, so they can instantly make restaurant reservations, book spa appointments, contact the concierge, even reserve tee times—all through the same intuitive interface.

Plus, the solution brings guests the latest information regarding the surrounding community—including shopping, entertainment, and transportation—further expanding revenue opportunities for the property. In addition, the solution integrates with the building's systems, allowing for data sharing across the hotel's backend, resulting in an efficient, seamless experience for guests and property staff alike.

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“We’re so excited to be partnering with Exceptional Innovation and to be expanding the possibilities for hotels to bring the guest experience to a new level,” said Maureen Flowers, strategic market manager – hospitality, Lutron Electronics. “Our combined efforts will truly open doors for hotels looking for new ways to differentiate, and bring sustainability and efficiency to their properties.”

By providing higher guest contact with the hotel property at a lower cost, the *Lutron Hospitality Solution* is a high-value revenue opportunity that results in a lower total cost of ownership for the hotel. And, because the solution integrates resort systems and services as well as most brands of lighting, HVAC, and access control, hotels are able to deliver an unforgettable, full-featured guest experience.

“The latest evolution of our software platform architecture enables third parties to develop applications to an expanding variety of market verticals, including the hospitality market”, said Steve Cashman, Chief Strategy Officer for Exceptional Innovation. “Working with Lutron to deliver hospitality solutions takes full advantage of their long-standing lighting and industry knowledge and our software technology services expertise. Together we can provide the ultimate experience for all areas of the hotel environment.”

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About Lutron: Lutron Electronics Co., Inc. (www.lutron.com), headquartered in Coopersburg, PA, is the world leader in the design and manufacturing of lighting control solutions for residential and commercial applications. Lutron offers a variety of light dimmers, whole-home and whole-building dimming systems, controllable window treatments, and color-matched accessories, including wall plates, receptacles, and fan controls.

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About Exceptional Innovation: Based in the Westerville suburb of Columbus, Ohio, Exceptional Innovation is a market leader in the development of software applications and solutions for the residential, commercial, healthcare, hospitality, and energy management spaces. Flexible and scalable, Exceptional Innovation's state-of-the-art software and hardware is easy to configure and install with no programming required. The Company's continuing mission is delivering reliable, leading-edge, life-enhancing technologies for the digital home and beyond. For more information on Exceptional Innovation, visit www.exceptionalinnovation.com.