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**Lutron Electronics and Exceptional Innovation Showcase
Lutron Hospitality Solutions at HITEC**

New hospitality solution offers seamless integration of guestroom technology, hotel amenities, and hotel network infrastructure.

Coopersburg, PA (June 22, 2009) – Lutron Electronics Co., Inc., and Exceptional Innovation are showcasing the Connected Guestroom portion of *Lutron Hospitality Solutions* at HITEC 2009, booth 278, at the Anaheim Convention Center, June 23-25, 2009.

Created to meet the hospitality market's growing need for an integrated control and services interface that runs on an IP network, this powerful new solution enables hotels worldwide to create an unforgettable guest experience while improving staff efficiency and significantly reducing both energy and maintenance costs.

Lutron Hospitality Solutions offer hotel guests a personalized room environment where they can instantly control lighting, window treatments, temperature, security, and TV through one-touch presets or create customizable room ambiance settings of their choice. Using their TV remote or mobile phone, the solution allows guests to enjoy a simple, elegant and familiar experience that also provides them with property-specific, in-room amenities information, resort services, concierge service, and Internet services through a single, intuitive user interface.

Lutron Hospitality Solutions are integrated with the building's systems to permit data sharing across the hotel's back end for improved building efficiency and a seamless experience for guests and staff alike. Staff can also control rooms with automatic scenes like "Welcome" for greeting arriving guests or "Energy Efficiency Mode" to dial down energy use in unoccupied rooms.

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In addition, Lutron Hospitality Solutions can be supported and managed by the operations division of the property instead of a third party, reducing the total cost of ownership and increasing return on investment for the property.

“Bringing the guest experience to a new level and creating a seamlessly connected environment is the primary goal of many hotel properties today,” said Maureen Flowers, Strategic Market Manager – Hospitality, Lutron Electronics. “We are happy to be at the forefront of making this a reality for the hospitality industry and look forward to helping hotels differentiate and bring sustainability and efficiency to their properties.”

“The Connected Hotel strategy is really about increasing occupancy by enhancing the guest experience and reducing operation costs with both green and integrated system technologies. EI’s Web Services-based technology allows seamless system integration, device interoperability, and delivery over existing TV, phone, and network systems, using proven software architecture standards such as SOA,” said Steve Cashman, Chief Strategy Officer for Exceptional Innovation. “The result of our collaboration with Lutron is one seamless, connected hospitality solution, one network infrastructure, and one unforgettable experience for guests and staff alike.”

Lutron Hospitality Solutions will be available Q3 2009.

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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 manufacture 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.

About Exceptional Innovation: Based in the Columbus suburb of Westerville, Ohio, Exceptional Innovation is a market leader in developing software applications and solutions for the residential, commercial, healthcare, hospitality, and energy management markets. Flexible and scalable, Exceptional Innovation’s state-of-the-art software and hardware is

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easy to configure and install, with no programming required. The company's continuing mission is to deliver reliable, leading-edge, life-enhancing technologies for the digital home and beyond.

For more information on Exceptional Innovation, visit www.life-ware.com.

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