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EXCEPTIONAL INNOVATION, LUTRON TEAM UP TO LIGHT NEXT GEN HOME

Lifeware: Media Center Edition to control Lutron HomeWorks lighting at CES

WESTERVILLE, Ohio January 5, 2005 – Visitors to the 2005 Consumer Electronics Show in Las Vegas will see the future of home lighting at the Next Generation home, as Exceptional Innovation pairs *Lifeware: Media Center Edition* software with Lutron's *HomeWorks* and *Radio RA* lighting systems.

"What you'll see is not just a neat way to turn lights on and off using your TV remote control," said Mike Seamons, Exceptional Innovation's Vice President of Sales and Marketing. "You'll get a real sense of how well-written software and great products like Lutron's can come together to create tactile moods and ambiance through lighting and window shades."

Lifeware: Media Center Edition software is seamlessly integrated into a Microsoft Media Center PC, giving the user instant and simple control over home lighting, security, climate, audio and camera systems from the same Media Center PC they use to access and enjoy their digital media content. When combined with lighting systems like *HomeWorks* and *RadioRA*, the result is convenient, powerful and refined control of your home's lighting.

"*HomeWorks* lighting scenes can gently awaken you, increase your safety at night, or your security while on vacation, or be triggered by certain conditions," said Andy Wakefield, Director of Lutron's Home Systems Business Unit. "The amazing thing about *Lifeware Media Center Edition* is that it brings this precise lighting control to you via the same remote control you use with your Media Center to watch TV and listen to music."

Lifeware, integrated into Microsoft Media Center PCs and Extenders, will control lighting, climate, security, cameras and audio in the Next Generation home.

"We have these great control systems on the market now, and we have Media Centers to organize and enjoy digital content," said Seale Moorer, one of the founders of Exceptional Innovation. "*Lifeware* converges these two worlds together to deliver impressive, comprehensive control."

Eric Eichensehr, Exceptional Innovation's other founding partner and head of the development team, said that bringing intelligent systems like Lutron's together into a single network is the key to the future of home control.

"That's what the vision of digital living is all about – bringing powerful, intelligent devices together and implementing them with refinement and grace," he said.

It is a vision Exceptional Innovation does not hold alone. Integration with Media Center and the forward-thinking technologies used in *Lifeware* represent the alignment of Exceptional Innovation's long-term digital lifestyle vision with major industry partners like Microsoft and Lutron.

"We're not just building a traditional home automation system," Eichensehr said. "We're creating an intelligent environment that will be a part of your world and your future. It not only complements your style of living, but makes your life better."

Lifeware: Media Center Edition is expected to be available to the public in Q2, 2005.

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About Exceptional Innovation

Based in Westerville, Ohio, Exceptional Innovation is led by software industry professionals with extensive experience with distributed computing based on open standards and open architecture. Exceptional Innovation combines Microsoft development expertise with years of home automation experience to deliver simple, seamless, life-enhancing solutions for the digital home.

About Lutron Electronics

Lutron Electronics Co., Inc., headquartered in Coopersburg, Pennsylvania, is the world's leading designer and manufacturer of lighting controls and architectural lighting control systems for residential, commercial, industrial and institutional applications.