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FOR IMMEDIATE RELEASE

Craig Baum Joins Universal Lighting Technologies' Team as Regional Sales Manager for West Coast Distribution

NASHVILLE, Tenn. (March 26, 2019) – Universal Lighting Technologies Inc., a member of the Panasonic family of companies, today announced the addition of Craig Baum as the distribution channel regional sales manager for the west coast region.

In this role, Baum is responsible for overseeing the agents, distributors and end users for the company's west U.S. region. Craig's sales region will include the states of Washington, Oregon, Nevada, California, Arizona, Montana and New Mexico.

"We are excited to add Craig Baum to our talented team of sales professionals," said Stu Sumner, VP of Distribution Sales, Western U.S. for Universal. "With his extensive lighting background, we are confident Craig will use his expertise to best serve our distribution partners while growing our EVERLINE LED luminaire and retrofit products, in addition to our core lighting products."

With more than 25 years of experience in sales and marketing, Craig has an in-depth knowledge of lighting controls and electrical products. Craig has worked closely with distributors to develop a deep understanding of their regional needs to provide support for growing sales. Prior to joining Universal, Craig served as a regional lighting sales manager.

About Universal Lighting Technologies, Inc.

Universal Lighting Technologies, Inc. a member of the Panasonic group and a subsidiary of Panasonic Lighting Americas, Inc., engineers, manufactures and markets innovative solutions for commercial lighting across North America, including LED drivers, LED modules, fluorescent, HID and connected devices using wired and wireless technology. Universal's EVERLINE® LED retrofit continuum provides a range of solutions for upgrading fluorescent to LED. With over 70 years of experience, the company is recognized for its commitment to quality and customer service. Learn more about Universal at www.unvlt.com. Like us on [Facebook](#) and follow us on [LinkedIn](#) and [Twitter](#).

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