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FOR IMMEDIATE RELEASE

Steve DeBlasi Joins Universal Lighting Technologies as Director of Distribution Sales for Western United States & Canada

NASHVILLE, Tenn. (April 2, 2019) – Universal Lighting Technologies Inc., a member of the Panasonic family of companies, recently announced the addition of Steve DeBlasi as the Director of Distribution Sales in the Western United States and Western Canada territory. In his new role, DeBlasi will work to expand the channel and support growth of Universal’s LED lighting solutions.

“As a well-respected lighting industry veteran, we are thrilled to add Steve to our team of talented industry professionals,” said Joe Damiani, Executive Vice President of Sales & Marketing. “He brings extensive and diverse experience in distribution and ESCO sales with broad success working with key distribution and lighting contractors. His skills are a perfect match for our strategic objectives to expand LED market share and support our distribution partners.”

With more than 30 years of sales experience, DeBlasi has worked closely with a wide range of customer sets such as OEMs, consulting engineers, architects, distributors, agents, and end users. In past roles, DeBlasi has opened new markets, developed chain and distributor branch partners, worked with buyer groups and delivered proven results for a multitude of key accounts. Prior to joining Universal, he served as vice president of sales and marketing, business development manager and a regional sales manager in the lighting industry.

DeBlasi will maintain close relationships with agents, distributors, end users, electrical contractors, ESCO’s, LMC’s and lighting representative firms to grow distribution sales opportunities while providing strategic leadership to target success. His role will be based in California.

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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