

FOR IMMEDIATE RELEASE

American Lighting to Highlight What's *HOT* in New Blog

DENVER, Colo.—April 11, 2011—American Lighting, an innovative manufacturer and distributor of lighting technologies for residential, commercial and specialty markets, today announced it has launched the American Lighting Blog at www.americanlightingblog.com. Lighting development and implementation is changing and the American Lighting blog was developed to provide background on what's hot in lighting today, how to retrofit new lighting into existing structures, details on lighting design and examples of the best and *brightest* implementations in many different applications.

Through the new American Lighting Blog site resellers, architects, designers, builders, electricians and customers can learn more about LED lighting, see where it's being used, learn best practices for installation, and view the beautiful, energy-efficient and money-saving results.

American Lighting is focused on offering high quality lighting solutions and providing in-depth education – be it on LED or other energy-efficient lighting technologies. The company has taken a *green* approach to its ongoing product development, and has ensured that its products are UL listed and Energy Star rated, when appropriate.

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About American Lighting

American Lighting offers innovative, high quality, energy efficient lighting solutions to support our customers' diverse business needs and continued success. Experts in LED and energy efficient lighting technologies, American Lighting takes a "green" approach to ongoing product development and offers a broad line of modern lighting solutions. American Lighting has built a strong reputation of technical knowledge and application support, excellent customer service and timely education through American Lighting University and readily available technical support services. For more information visit www.americanlighting.com or www.americanlightingblog.com.

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