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**BetaLED™ LUMINAIRES KEY TO EFFICIENT LIGHTING
AT UNIVERSITY OF CALIFORNIA, DAVIS' MONDAVI CENTER
PARKING STRUCTURE**

New lights increase sustainability, improve visibility and reduce energy consumption by up to 80 percent

Sturtevant, Wis. – (January 13, 2009) BetaLED™ luminaires were unveiled yesterday at the University of California, Davis' Robert and Margrit Mondavi Center For The Performing Arts' parking structure, Davis, CA. LED fixtures, featuring activity-sensing technology adapted and developed at the California Lighting Technology Center (CLTC) at UC Davis, provide enhanced nighttime visibility and reduce energy consumption by up to 80 percent.

Switching to LED lights and adding bi-level activity-sensing smart technology yields energy savings of 50 percent when the lights are at full power and 80 percent when at half power. Based on nighttime bi-level operation with an average ambient temperature near 15°C, BetaLED luminaires at facilities like the Mondavi Center's south entry parking structure need no relamping and are virtually maintenance free for 20 to 25 years.

The patent-pending NanoOptic™ refractors within each BetaLED fixture layer light efficiently into the desired target zone creating superior uniformity and control. Visibility is dramatically improved, increasing safety for vehicle and pedestrian traffic.

“The proprietary technology inside the BetaLED luminaires helps to create safer conditions by producing whiter light, better uniformity and brightness,” said Al Ruud, president of Beta Lighting.

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The key to longevity is proper thermal management. The fixture's modular design has individual heat sinks mounted to each light bar leading to scalability in design and the assurance the LEDs are operating at optimal temperature.

“With LED lighting, we are improving visibility and enhancing the safety of our parking structure while reducing energy consumption,” said Chris Cioni, UC Davis associate director, utilities. “We are also significantly reducing both maintenance costs and light trespass compared with the incumbent metal halide technology. Deploying LED lighting in our parking facilities yields benefits in many areas and we will be evaluating LED lighting in other applications.”

LED fixtures have longer life-spans, reduced maintenance and greater efficiency than traditional lighting fixtures. And with no warm-up time, greater clarity and no mercury content, LED fixtures offer an attractive option for parking garage applications.

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About BetaLED

BetaLED, a brand of Beta Lighting, was established to dedicate resources to the emerging use of LED technology for general illumination. Beta Lighting, a division of Ruud Lighting, Inc., provides the lighting market with high-quality, specification-grade luminaires for exterior lighting applications. For additional exterior LED luminaire information, visit www.betaled.com.

About University of California, Davis

For 100 years, UC Davis has engaged in teaching, research and public service that matter to California and transform the world. Located close to the state capital, UC Davis has 31,000 students, an annual research budget that exceeds \$500 million, a comprehensive health system and 13 specialized research centers. The university offers interdisciplinary graduate study and more than 100 undergraduate majors in four colleges -- Agricultural and Environmental Sciences, Biological Sciences, Engineering, and Letters and Science -- and advanced degrees from five professional schools: Education, Law, Management, Medicine, and Veterinary Medicine. The UC Davis School of Medicine and UC Davis Medical Center are located on the Sacramento campus near downtown.

About the Robert and Margrit Mondavi Center for the Performing Arts

The Mondavi Center provides cultural programming, support for the University's academic departments and a professional laboratory to train students in the performing arts. The Mondavi Center is committed to maintaining state-of-the art, world-class performance facilities, and providing the highest quality experience for both artists and audiences.