



Acuity Brands Retains Acuity, Inc. for Promotional Services

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ATLANTA, Jul 12, 2002 /PRNewswire-FirstCall via COMTEX/ -- Acuity Brands, Inc. (NYSE: AYI) announced today that the company is retaining Acuity, Inc. (Acuity), a privately held full-service advertising, creative, and marketing firm based in Decatur, Georgia, for select promotional services over the upcoming year.

John K. Morgan, Acuity Brands' Chief Operating Officer, said, "We look forward to working with Acuity and are particularly interested in Acuity's expertise in special events marketing. The Acuity team will serve as a good resource to support the current marketing of Acuity Brands' leading lighting and specialty products brands."

Acuity, Inc. is a brand marketing, creative, and advertising agency specializing in a wide array of services, including brand development, marketing management, presentation design, media planning and placement, interactive services, internet and intranet site development, creative design, public relations, video and broadcast production, and consulting services. The Acuity team has more than 50 years combined experience in developing effective communication materials for clients in various industries, including hospitality, insurance, technology, telecommunications, retail, and education. Acuity is a certified woman-owned business, established in 1991 in Georgia. Gail R. Tassell is sole principal of the firm located at 613 Church Street, Decatur, Georgia.

Acuity Brands, Inc., whose businesses had fiscal year 2001 sales of approximately \$2.0 billion, is comprised of the Acuity Lighting Group and Acuity Specialty Products. The Acuity Lighting Group is the world's largest lighting fixture manufacturer and includes brands such as Lithonia(R), Holophane(R), Peerless(R), and Hydrel(R). Acuity Specialty Products is a leading provider of specialty chemicals and includes brands such as Zep(R), Enforcer(R), and Selig(TM). Headquartered in Atlanta, Georgia, Acuity Brands employs 11,800 people and has operations throughout North America and in Europe.

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