



Acuity Brands Releases Series of LED Educational Videos

November 16, 2010

ATLANTA, Nov 16, 2010 (BUSINESS WIRE) -- [Acuity Brands](#) (NYSE: AYI), a market leader in innovative energy efficient lighting and control solutions, through its Lithonia Lighting unit, has announced the release of a series of five online instructional videos featuring insights designed to help answer the common questions about commercial ambient and other LED lighting design applications.

In the video series, Dave Ranieri, Acuity Brands Vice President and General Manager, Lithonia Lighting Commercial Indoor Products, discusses LED technologies and solutions, addressing five key topics: the promise of LEDs, cost of ownership, digital lumen management, pairing of controls with LEDs, and intelligent control design and networking in room configurations.

The "**Promise of LEDs**" looks beyond the current benefits delivered by LEDs to focus on the value LEDs will deliver to the lighting customer. To view the video, visit www.youtube.com/watch?v=am1xqF4o4Q4.

The "**Cost of Ownership**" compares the lifecycle costs and return on investment of fluorescent and LED light sources. To view the video, visit www.youtube.com/watch?v=X31fHLxbxT8.

"**Digital Lumen Management**" addresses how LED lighting reduces over-lighting by maintaining a constant level of light throughout the life of the system. To view the video, visit www.youtube.com/watch?v=9HvpMUz9t_Q.

"**LEDs and Controls**" highlights why LED performance is enhanced by lighting controls and how efficiency is achieved when LEDs and controls are paired together. To view the video, visit www.youtube.com/watch?v=PkpWYSFFDHE.

The "**Room Configuration**" describes how a digital network provides a more cost-effective and simplified controls solution. To view the video, visit www.youtube.com/watch?v=kiEVU-PaKNA.

For more information about LED lighting, visit <http://www.lithonia.com/RTLED> or www.facebook.com/LithoniaLighting. You can also follow Acuity Brands' Lithonia Lighting at www.twitter.com/lithoniaLED.

About Acuity Brands

Acuity Brands, Inc. is a North American market leader and one of the world's leading providers of luminaires, lighting control systems and related products and services with fiscal year 2010 net sales of over \$1.6 billion. The Company's lighting and system control product lines include Lithonia Lighting(R), Holophane(R), Peerless(R), Mark Architectural Lighting(TM), Hydrel(R), American Electric Lighting(R), Gotham(R), Carandini(R), RELOC(R), Antique Street Lamps(TM), Tersen(R), Renaissance Lighting(R), Winona Lighting(R), Synergy(R) Lighting Controls, Sensor Switch(R), Lighting Control & Design(TM), DTL(R) and ROAM(R). Headquartered in Atlanta, Georgia, Acuity Brands employs approximately 6,000 associates and has operations throughout North America, Europe and Asia.

SOURCE: Acuity Brands

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