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OSRAM SYLVANIA ANNOUNCES RESULTS OF MAJOR COMMERCIAL LIGHTING SURVEY

81 percent of building and lighting professionals are now more focused on energy efficiency and nearly three quarters are currently using or planning to implement LEDs

DANVERS, Mass, Sept. 21, 2010 – The first ever [OSRAM SYLVANIA Commercial Lighting Survey](#), released today, revealed the priorities and experiences of over 350 facilities decision-makers and lighting designers across the education, healthcare, hospitality, office and retail sectors. The survey sheds light on the current and emerging needs of building professionals and defines how highly efficient LEDs are shaping the future of commercial spaces. Among its key findings, an overwhelming 84 percent of respondents revealed that energy efficiency, operating costs and maintenance are top considerations when making lighting decisions.

Commissioned by North America's number one lighting company, OSRAM SYLVANIA, part of Siemens AG, the results signal that lighting has become a top priority for businesses. Nearly three quarters (71 percent) of facilities and lighting professionals have evaluated their commercial lighting in the past year. Most respondents believe it is more important to have lighting that saves money over its lifetime, despite the initial cost. Realizing the energy efficiency, low maintenance and reduced operating costs of LED and solid state lighting, 73 percent of building and lighting professionals indicated they are currently using or planning to use LEDs in their commercial spaces.

"Our inaugural Commercial Lighting Survey reveals a technological transformation happening in the commercial sector," said Rick Leaman, president and CEO of OSRAM SYLVANIA. "Businesses clearly recognize the energy and performance benefits of LED and solid state lighting. They are becoming early adopters of this technology to improve their commercial spaces and reap the financial benefits of energy efficiency."

Commercial spaces represent more than half of all the energy consumed in the U.S., according to the Department of Energy. The industries surveyed in this research have the greatest opportunity to reduce the nation's energy use with such technologies as super efficient LEDs and solid state lighting. Moreover, the research findings help bridge industry perspectives to those of consumers polled in the annual SYLVANIA Socket Survey, which measures consumer awareness and attitudes about lighting technology and legislation.

Additional findings of the 2010 OSRAM SYLVANIA Commercial Lighting Survey include:

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Most industry professionals are now more focused on energy-efficient lighting than before.

- Majority (81%) of respondents are looking to energy-efficient lighting solutions.

Lighting has become a top priority for businesses.

- 71% of facilities and lighting professionals have evaluated their commercial lighting in just the past year.
 - 53% have evaluated lighting in the 6 months alone.
- 84% of building and lighting professionals cite energy consumption as an important factor when making lighting decisions.
 - The same percentage, cite operating costs and maintenance as an important factor.

Businesses are turning to LEDs and solid state lighting to save money and energy.

- 73% of building and lighting professionals are currently using LEDs or planning to use LED lighting in their commercial spaces
- 76% of lighting professionals surveyed believe it is more important to have lighting that saves money over its lifetime, even if it costs more to purchase and install.

For the complete Commercial Lighting Survey results, visit www.sylvania.com/survey.

Survey Methodology

The survey was conducted by telephone between Aug. 12 and Sept. 2, 2010. The total sample size was 352, including 252 purchasing and facilities decision-makers with influence over lighting decisions and 100 lighting designers and specifiers. Purchasing and facilities decision makers represented five industries with 50 respondents each: Retail, Hospitality, Healthcare, Education, and Office (which had 52 interviews). Respondents were recruited off of commercially available lists and screened for job function. Purchasing and facilities decision-makers worked for companies with at least \$50 million in revenue. Target companies were identified by SIC codes. The survey was conducted by KRC Research.

About OSRAM SYLVANIA

OSRAM SYLVANIA is a leader in lighting solutions that feature innovative design and energy saving technology. The company sells products for homes, businesses and vehicles primarily under the SYLVANIA brand name, and also under the OSRAM brand. Headquartered in Danvers, Mass., OSRAM SYLVANIA is the North American operation of OSRAM GmbH, a wholly owned subsidiary of Siemens AG. For more information, visit www.sylvania.com or follow SYLVANIA on [Facebook](#) and [Twitter](#).