

FOR IMMEDIATE RELEASE:

**Destination Lighting Partners with Loomia to Provide Product Recommendations**  
*New Feature Will Offer Online Users Relevant Shopping Suggestions*

Seattle—August 16, 2007—Destination Lighting recently enhanced their customers' online experience by adding product recommendations generated by Loomia, an emerging leader in the real-time, behavioral recommendations and personalization space.

"Our goal is to deliver a more personal shopping experience for our customers by helping them discover products that are truly suited to their unique tastes," said Brian Vallene, Director of eCommerce for Destination Lighting. "As I browse our site with Loomia Recommendations, I see items being suggested that seem uncanny in their relevance. With Loomia's service, we look forward to increasing our interactivity with users and helping customers find the products they are looking for."

Loomia's Recommendation services allow companies like Destination Lighting to turn visitors into engaged viewers and active buyers. Loomia recommendations are created from customers' past and present shopping behaviors, matched against the patterns of other users with similar product tastes. These preferences will be reflected throughout DestinationLighting.com, initially as a sidebar that reads, "You may also like" with a relevant product listing.

"With Loomia Recommendations, Destination Lighting will make it easier for its customers to find relevant products thus increasing sales, improving its marketing effectiveness and customer satisfaction," said David Marks, Loomia CEO & Co-Founder. "Today's announcement demonstrates Loomia's ability to work across all online retail segments and is an exciting extension of Loomia's mission to change the way users discover content and products across all media and retail websites."

By incorporating Loomia's recommendations feature, Destination Lighting will be able to accurately and dynamically present items of interest for their users. Similarly, Destination Lighting can showcase new, innovative products that customers may never have thought existed on the site. Dedicated to quality selection and service, Destination Lighting is confident that Loomia's integrated service will provide their patrons a worthwhile online shopping experience.

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**About Destination Lighting:**

Destination Lighting ([www.DestinationLighting.com](http://www.DestinationLighting.com)) has over 5,000 fixtures and accessories to choose from—including many exclusive items not found anywhere else—and offers free shipping on every order in the contiguous United States. Because Destination Lighting carries more than \$10 million in inventory, most items are in-stock and ready to ship the next business day from its state-of-the-art distribution facilities. The online store offers detailed product information and color photographs with zoom capabilities. Streamlined ordering is available with Destination Lighting's Express Lane checkout for registered customers and AccuTracker inventory status request system. Destination Lighting also provides technical support through its Live Chat channel and resourceful advice in its Design Advisor feature articles.

Destination Lighting, AccuTracker and Design Advisor are trademarks of Destination Lighting.

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**About Loomia Inc.:**

Loomia ([www.Loomia.com](http://www.Loomia.com)) is an emerging leader in the recommendations and personalization market tracking over 1 billion behaviors across more than 20 million users to deliver 500 million recommendations a month across 60-plus websites.

Loomia Recommendations is a hosted web service that provides media and retail websites with powerful yet easy-to-use recommendations products to help site visitors find relevant content and products, increase site activity and purchases, and enable dynamic merchandising. Loomia offers the first recommendations network allowing websites to make recommendations based on users' preference data from multiple websites. Loomia's services can be used for all retail goods including books, games, apparel, sporting goods, home furnishings, and electronics and all types of media items including articles, audio, video, books, music, and ringtones. Loomia also supports websites published in European and Asian languages. Founded in 2004, Loomia is a privately held company based in San Francisco, CA.

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**Media Contacts:**

Caroline Baptist, Destination Lighting  
[cbaptist@destinationlighting.com](mailto:cbaptist@destinationlighting.com) / 206.268.3469

Todd Sawicki, Loomia  
[todd.sawicki@loomia.com](mailto:todd.sawicki@loomia.com) / 800.870.6244 – Ext. 510