

FOR IMMEDIATE RELEASE:

Destination Lighting Launches Virtual Product Tour

Open House Tool Showcases Residential Light Fixtures and Home Furnishings

Seattle—January 22, 2008—Destination Lighting is proud to announce the launch of Open House, a cutting-edge interactive tool customers can now use to shop for residential lighting fixtures and home accessories online.

“Open House offers visitors a holistic view of lighting,” says Brian Vallene, Director of E-Commerce at Destination Lighting. “Visitors are able to conceptualize different ways to light and accessorize their own home.”

Open House invites users to shop for lighting fixtures and home accessories by taking a virtual tour of a home online. It features a colorful animated interface depicting the common elements of a typical house and offers users an opportunity to visualize different lighting techniques, suggesting ways to incorporate related products in their home. Using the mouse, users navigate through various parts of the house, where elements light up as they roll their cursor over them. When the user clicks on an item, a complete list of related products is presented to the user. The Open House tool not only offers insight into different methods for lighting and furnishing a home but it links users to actual products they can purchase online.

“We have a wide array of products for the home,” says Dave McKee, Destination Lighting’s Chief Operating Officer. “From lighting fixtures to faucets to accent accessories, Open House is an innovative way to search our inventory. Destination Lighting believes this interactive tool will enhance customers’ online experience.”

Open House is accessible from the home page and is featured prominently throughout the site, offering visitors a truly unique shopping experience. Open House is a dynamic resource, educating customers on different lighting and decorating techniques as well as suggesting relevant products to meet those needs. Dedicated to quality selection and service, Destination Lighting is confident that this integrated module introduces a new approach to selecting and purchasing products online.

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About Destination Lighting

Destination Lighting (www.DestinationLighting.com) has over 6,000 fixtures and accessories to choose from—including many exclusive items not found anywhere else. 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.

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