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A Very Bright Idea: Destination Lighting Goes Live!

SEATTLE—Jan. 4, 2007—Offering world class fixtures and design expertise, DestinationLighting.com is now live, bringing nearly a century of retail success to the Internet. The online store features more than 3,000 products—including many exclusive items not found anywhere else—in one convenient location, and offers free shipping on every order in the contiguous United States.

What began as Seattle Lighting Fixture Company in 1917—a custom-manufacturer of fixtures for legendary regional hotels, homes and offices—has grown into a family of 15 stores that also includes Globe Lighting in Oregon and Builder's Lighting in Idaho. Proudly, the company now adds Destination Lighting to its ever-expanding retail partnership, bringing the service and quality that Northwest customers value to the entire country via the Internet.

“If you’re searching for quality lighting products, you’ve got a new address: DestinationLighting.com,” says Dave McKee, Chief Operating Officer. “With our brick and mortar experience, we know the superior product quality and service level our customers expect, and we are thrilled to be able to offer both to a national customer base online.”

From alabaster glass chandeliers to electric towel warmers, Destination Lighting’s product line combines the vast array of merchandise available at its many retail outlets—items that go far beyond lighting fixtures. Furniture, household accessories and art work can be found, along with convenience items and unique gift ideas. The online store also boasts in-depth product information, crisp color photographs with zoom, the innovative AccutrackTM inventory status request system, Express Lane checkout for registered customers and expert advice in its Design AdvisorTM feature articles.

Because Destination Lighting stocks more than \$10 million in inventory, over 80 percent of the products featured online are in stock and ready to ship the next business day. So whether it’s a funky hot pink lava lamp or a traditional meringue glass scone you seek, you’ll find it at DestinationLighting.com—your new address for the latest in lighting, hardware, home decor and more.

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