

December 28, 2010

To: Authorized Acuity Brands Distributors, U.S. and Canada

The escalation in the cost of materials has increased to the point where a price increase is merited early in 2011. Copper is priced at unprecedented levels. Petroleum prices have caused plastic components to increase and transportation costs are surging. Steel and aluminum spot market prices are up and the mills are enforcing future shipments with premiums.

A price increase of 5 to 7% will be applied to fixtures, certain controls, poles and RELOC® wiring systems in both the U.S. and Canada on February 28, 2011. Excluded from this increase will be Winona Lighting products and all LED luminaires. The last day to enter pre-price-increase orders is February 25, 2011. Quotations for projects will be honored for the terms of the quote.

You will receive price protection for qualified Kick-off Stock Promotion orders. The Lithonia Lighting and Sensor Switch promo is underway until March 31, 2011. Your qualified promotion stock orders will be honored at pre-price-increase levels for the entire promotion period, until the end of March 2011.

We will notify you when the price lists are uploaded in January, at your Lithonia Distributor Center (LDC). The LDC will display the current prices and adjusted prices. At this time, there will be no changes to freight or other terms and conditions of sale.

We believe 2011 will be a year of continued recovery for North American markets. Contracts for new construction are forecasted to increase. Renovation opportunities are plentiful, as clients look to upgrade and capitalize on energy savings. Acuity Brands chooses to sell renovation through distributor partners. No other lighting and controls supplier brings more technology and energy solutions for your team than Acuity Brands. Your business is appreciated and we will tirelessly endeavor to earn your support in 2011.

Regards,



Geoff Marlow
VP, C&I Sales



Myron Martin
VP, Pricing and Margin Management