



For Immediate Release

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Phillip Bearden Joins Venture Lighting International as Business Development Manager.

Solon, OH - October 20, 2011 – Venture Lighting International, a leading manufacturer of Metal Halide Lighting systems, recently added Phil Bearden in the role of Business Development Manager to the Market / Business Development team.

Phil's solid background as a respected design, product and sales engineer with strong strategic, operational and marketing skills adds dimension to our team. "His broad experiences in controls and electronics, driving product development and creating new markets will strengthen our position and commitment to Venture's LeafNut™ wireless control system for metal halide lighting," say Paul Johnson, Director of Strategic Marketing and Business Development.

Phil's career experiences bring bench strength to our specification sales efforts, and he will develop and deliver system application tools to communicate the Venture unique selling proposition to our specification and end user customers.

Phil comes to Venture with over 20 years of Market, Product, and Business Development experiences working for various manufactures including: Ericson Manufacturing and Kirby and Regina Vacuum cleaners. Overshadowing these experiences Phil served both active and reserve status in the United States Army for 22 years and honorably retired at a Rank of 1SG (E-8). He was deployed for both Desert Storm and Operation Iraqi Freedom.

Phil has a BSEE degree, and has been recognized publicly for his design capability and leadership efforts. Phil is an entrepreneur and inventor tied to several patents.

"Venture Lighting International continues to be the only dedicated industry leader in pulse start metal halide systems, and we are fortunate to have Phil join our Market and Business Development Team. His demonstrated success in fully developing new products and services will drive market adoption of our *LeafNut* wireless control system and other electronic initiatives," Johnson continued.

Phil Bearden can be reached at Phone: 440-836-7528; Email: Phillip_Bearden@adlt.com

To view and download a high-res visual (300 dpi) of Phillip Bearden, please go to <http://www.venturelighting.com/PR/VentureLightingPhillipBearden.jpg> and right-click on the photo and then save it to your desktop.

Venture Lighting International is the world leader in metal halide technology. It is an Advanced Lighting Technologies Inc. Company. Learn more about Venture Lighting by visiting VentureLighting.com.

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