



FOR IMMEDIATE RELEASE

Ruud Lighting Appoints Next Generation to President

New Products, International Growth and Change for the Ruud Family

Racine, Wis., November 18, 2009 - Ruud Lighting Incorporated, manufacturer of LED and conventional lighting, today announced the promotion of Christopher Ruud, to President, Ruud Lighting, Inc., a role that his father, Alan Ruud held since he founded the company in 1982. In his new role as president, Christopher will oversee all U.S.-based business units and operations. Alan will retain his role as chairman and CEO.

The move comes at a pivotal time as the company prepares for a transition from traditional lighting to the new LED platform that is growing in demand. Christopher was instrumental in building the infrastructure for the launch of BetaLED in 2007. Christopher and Alan realized the potential for LED technology and were first to market a complete line of BetaLED luminaires that are replacing incumbent technology.

“With Christopher running the day-to-day business and growing our LED infrastructure, I can focus on our international expansion and new product development” remarked Alan Ruud. “Christopher never relied on his status as an owner and had to earn every promotion. I guess you could say all eyes were on him.”

“My father built a business that has a strong foundation of quality products, talent and reputation,” said Christopher Ruud. “I intend to carry that tradition forward as we move into new opportunities made possible by the industry transformation to LED lighting. We’re well positioned for this change.”

Christopher began working at Ruud Lighting in 1986 holding positions of increasing responsibility from sweeping floors to manufacturing assembly and eventually

-More-

2-Ruud Lighting President

moving into administrative roles. He worked for Ruud Lighting as a programmer while attending college. After receiving a Bachelor of Science degree in computer science from Pepperdine University, he worked as a network and telecommunications specialist at EFTC Corporation in Greeley, Colo. He later went on to earn his Executive MBA at Loyola University in Chicago, Ill.

Christopher returned to Ruud Lighting and in 1997 was promoted to manager of continuous improvement followed by a promotion to vice president two years later, adding human resources to his list of responsibilities. In 2004 Christopher was named executive vice president and assumed responsibility for national accounts, sales and marketing.

About Ruud Lighting, Inc.

Ruud Lighting, located in Racine, Wisconsin is a manufacturer and worldwide marketer of industrial, commercial and residential lighting fixtures. Since 1982, divisions of Ruud Lighting have developed, manufactured and sold a range of products through various channels in locations throughout Canada, Europe, the Middle East, Africa, Russia, Mexico, Central America, Australia, New Zealand, and Southeast Asia.

About BetaLED

BetaLED was established to dedicate resources to the emerging use of LED technology for general illumination. BetaLED, a division of Ruud Lighting, provides the lighting market with high-quality, specification-grade luminaires. Visit www.BetaLED.com to see how BetaLED's in-market success delivers proven performance.

For Information:

Ruud Lighting / BetaLED

Contact: Greg Mueller

262-884-3266

greg_mueller@ruudlighting.com