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## **Midwest Lumination Hits Record Sales Through Orion Partnership**

### **Midwest Lumination Helping Customers Like Central Steel and Wire Co. and Fellowes Inc. Save Money and Improve the Environment Using Orion Technology**

MANITOWOC, Wis., Dec 10, 2008 (GlobeNewswire via COMTEX News Network) -- Midwest Lumination, through its partnership with Orion Energy Systems Inc. (Nasdaq:OESX), is helping its customers save money, reduce energy consumption and improve the environment, while increasing its own revenues.

Midwest Lumination, a division of Industrial Battery Products (IBP), is based in St. Louis with offices in Chicago, Kansas City, Mo., Omaha, Neb., and Oklahoma City. Midwest Lumination was created in March 2004 after IBP President Dick Huber installed Orion's patented lighting system in an IBP warehouse.

Huber was so impressed by the lighting and savings realized by IBP, that the company began partnering with Orion.

Orion's Partners for Profits program pairs Orion's innovative, energy-saving technology with reputable electrical contractors, energy solutions companies, energy management companies and general contractors that have a local presence and the motivation to sell and/or install Orion's technology. Orion's technology platform is guaranteed to save users money as well as reduce greenhouse gas emissions.

Huber hired Allen Penkake to head Midwest Lumination's sales division.

"It's going very well," Penkake said about the partnership with Orion. "I can walk into any facility and never worry about the competition beating me. We can prove our products are the best."

In the first quarter of its fiscal year, which begins in July, Midwest Lumination completed more sales than in any of its previous fiscal years, Penkake said.

Midwest Lumination has captured countless opportunities through Orion's Partners for Profits program, including a retrofit project involving nearly 1,900 of Orion's innovative Compact Modular(tm) high intensity fluorescent fixtures at a Central Steel and Wire Company facility in Chicago.

Central Steel and Wire Company is a leader in the distribution and processing of quality ferrous and nonferrous metal products.

The project decreased Central Steel and Wire's energy consumption by more than 2.7 million kilowatt-hours -- a reduction of approximately 60 percent.

As a result of the reduction, Central Steel and Wire will decrease carbon dioxide emissions by 37,700 tons over the life of the replacement fixtures, according to the Environmental Protection Agency. Central Steel and Wire also will reduce the amount of sulfur dioxide by 150 tons and nitrogen oxides by 58 tons during the life of the fixtures. Carbon dioxide, sulfur dioxide and nitrogen oxides are all harmful greenhouse gases.

The emission reductions are the air-scrubbing equivalent of a 507-acre forest or removing 447 cars from the road. The kilowatt-hour reduction also equates to saving 228,311 gallons of gas each year.

In addition to the Central Steel and Wire project, Midwest Lumination also retrofitted two Fellowes Inc. facilities -- in Hanover Park, Ill., and Las Vegas -- which resulted in a more than 970,000-kWh reduction, a 52.8 percent decrease in light-related energy use.

Fellowes Inc. is a global manufacturer and marketer of workspace products, including media storage, computer accessories and business machines.

Fellowes will reduce carbon dioxide emissions by 13,240 tons over the life of the fixtures as a result of the retrofit project, according to the EPA. In addition, Fellowes will reduce the emission of sulfur dioxide by 52 tons and the emission of nitrogen

oxides by more than 20 tons during the life of the fixtures.

The emission reductions are the air-scrubbing equivalent of a 178-acre forest or removing 157 cars from the road. The energy reduction also is equivalent to saving 80,188 gallons of gas annually.

Penkake said the lights at the projects have been well received. In fact at Fellowes, it was the success of the Hanover Park project that led to the Las Vegas retrofit.

"These are just two of the more recent projects in a long list in which Midwest Lumination has brought cost savings and energy reductions to their customers using Orion technology," said Jennifer McCue, director of partner development for Orion. "Allen and his team are experienced energy solutions professionals who truly understand their market and how to determine the best solution for each and every one of their customers."

Companies that partner with Orion receive in-depth training that includes information on Orion's energy-saving products, how to perform site surveys and installations, and learning Orion's unique and proven sales and marketing methodologies that have driven Orion's expansive growth.

Partners also benefit from the shortest lead times in the industry and factory-direct prices, allowing for the possibility of attractive profits. In addition, partners will have the full support of Orion's in-the-field sales professionals and inside sales support team, as well as marketing and public relations materials to help better promote themselves and Orion's products.

Those interested in becoming an Orion partner should call program director Jennifer McCue at (920) 892-5994, e-mail her at [jmccue@oriones.com](mailto:jmccue@oriones.com), or go to the Partners for Profits tab on the Orion Energy Systems Web site at [www.oesx.com](http://www.oesx.com).

Companies using Orion's products are an integral part of helping local utilities displace electricity capacity and reduce strain on the electric grid. Orion has deployed its energy management systems in 4,068 facilities across North America. Since 2001, Orion technology has displaced more than 386 megawatts, saving customers more than \$455 million and reducing indirect carbon dioxide emissions by 4 million tons.

Midwest Lumination is a leading energy solutions provider, offering energy-efficient systems to help businesses reduce operating costs, and to provide a competitive edge against raw material and cost-of-goods increases, often with a one to two year return on investment. Midwest Lumination's products, support services and ability to help displace energy for a cost reduction are available to support customer needs. For more information, visit [www.midwestlumination.com](http://www.midwestlumination.com).

Orion Energy Systems Inc. (Nasdaq:OESX) is a leading power technology enterprise that designs, manufactures and implements energy management systems, consisting primarily of high-performance, energy-efficient lighting systems, controls and related services for commercial and industrial customers without compromising their quantity or quality of light. For more information, visit [www.oesx.com](http://www.oesx.com).

The Orion Energy Systems, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=4540>

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