



FOR IMMEDIATE RELEASE:

**PREPARE TO BE INSPIRED: NEW HINKLEY LIGHTING
DALLAS SHOWROOM DEBUTS JANUARY 2012**

October 1, 2011 – Cleveland, Ohio – Construction is under way on an exciting renovation of Hinkley Lighting’s Dallas showroom. The plans incorporate innovative visual merchandising concepts including distinctly designed category sections for Chandelier, Bath and Outdoor, a jaw-dropping entrance, working vignettes that bring the product to life, and a state-of the-art Fredrick Ramond boutique.

After identifying visual merchandising opportunities from consumer research the company recently conducted, Hinkley chose to collaborate with award-winning interior designer Lisa McDennon, owner of the LRM Interior Design firm of Laguna Beach, California. “We are thrilled to be working with Hinkley on this project and promise that the new showroom will set Hinkley apart from every other showroom at the Dallas Market Center,” said Ms. McDennon.

The grand opening of the new showroom also coincides with Hinkley’s 90th anniversary and a nomination as a finalist for the 23rd Annual ARTS Awards. “We’re proud of our heritage and excited about our future,” says Rick Wiedemer, President. “The new showroom demonstrates our commitment to our customers that, despite the challenging economy and evolving retail environment, we continue to maintain the highest standards and lead by example. To have this innovative new showroom correspond with such an impressive milestone in our history is very exciting.”

A grand opening party is planned for Friday, January 20, kicking off at 5pm with a live concert featuring the hot Dallas band, Identity Theft, and incredible prizes.

Located in Cleveland, Ohio, Hinkley Lighting has been a leading manufacturer and distributor of high-quality lighting fixtures for 90 years. In addition to the classic Hinkley Lighting line, the company also manufactures Hinkley Landscape Lighting and the luxury lighting line Fredrick Ramond.

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