



NRG Sales Representative Peter Veren Drives Off with SmartSweepstakes Grand Prize from B-K Lighting and TEKA Illumination



Madera, CA - March 18, 2010 - B-K Lighting and TEKA Illumination would like to congratulate the Grand Prize Winner of the SmartSweepstakes – Sales Representative Peter Veren of NRG Sales in Ankeny, Iowa.

Veren was selected as the Grand Prize Winner during a drawing held at the B-K Lighting Manufacturing Plant in Madera, California on Friday, March 12th.

“What a great surprise. I had no idea that just doing my job would pay off in such a big way. I can’t wait to cruise around with all my friends,” said Veren. “Thanks to everyone at B-K Lighting and TEKA Illumination.”

The SmartSweepstakes, open to all B-K Lighting and TEKA Illumination Manufacturer Sales Representatives and Specifiers, kicked off in April 2009. Sales Representatives earned entries by showcasing newly released products to potential clients. While each presentation resulted in one ‘monthly’ entry for the Sales Representative and his/her Specifier, Grand Prize entries were earned by showcasing all new product offerings. Those products included B-K Lighting’s new MiniDriveStar™/iLume™ Series, the updated Univeral Power Module™ and Teka Illumination’s High Light Series.



NRG Sales Representative Peter Veren and SmartCar Representative Sara Gibson.

As the Grand Prize Winner, Veren will receive a brand new Smart ForTwo Coupe.

“I was introduced to the Smart Car during a business trip in Europe. I was very impressed with the engineering and wanted to include one in a sales contest give-away,” said Doug Hagen, President

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and CEO of B-K Lighting and TEKA Illumination. "It's an economical and environmentally sound vehicle that's perfect for Peter to use in future sales calls."

Additional winners included:

- 1st Prize - Segway® Personal Transporter - John Jacobsen of Schuler Shook in Chicago, Illinois
- 2nd Prize - Two Mountain Bikes - Michael Lindsey of Horton Lees Brogden Lighting Design in Los Angeles, California

The winners were drawn before a group of nearly 100 people attending and/or participating in the 2010 Pi Class of B-K University held from March 11-14, 2010.

ABOUT B-K LIGHTING

Since 1984, B-K Lighting has been dedicated to providing the lighting industry with the highest quality, most innovative and fairly priced outdoor lighting fixtures available. B-K Lighting manufactures standard and custom fixtures for outdoor and landscape lighting including path, sign, area, flood, recessed building mounted, and in-grade applications. B-K Lighting products are installed in high-end residential and landmark applications around the world.

ABOUT TEKA ILLUMINATION

Since 1993, TEKA Illumination has been driven to manufacture sustainable luminaires. All TEKA Illumination products are manufactured from copper, brass and bronze, three of the oldest natural and manmade materials. These materials are extremely resistant to environmental corrosion and physical abuse attributing to their sustainability. Enduring metals. Elemental designs. New technologies. These are the inspirations of TEKA Illumination.

QUALITY, SERVICE, INNOVATION, and VALUE all add up to make B-K Lighting and TEKA Illumination the top choices in outdoor lighting. B-K Lighting and TEKA Illumination have a long history of supporting green manufacturing. As members of the USGBC (United States Green Building Council) and IDA (International Dark Sky Association), they have led their industry in providing earth-friendly designs and manufacturing concepts.

For more information about B-K Lighting products and representatives visit our web sites at www.bklighting.com and www.tekaillumination.com. Monday-Friday 7:00 a.m. to 5:00 p.m. PST at 559-438-5800 or fax 559-438-5900. Located at 40429 Brickyard Drive, Madera, CA 93636.

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