**FOR IMMEDIATE RELEASE**

**Announcing the 2012 Revenew Marketing Network Award Winners:**
**Consumer Electronics Association, Samsung and Lutron Recognized for Excellence in Marketing**

September 7, 2012, Palatine, Illinois – Revenew Systems, the consumer electronics industry's marketing network, today announced the winners of the 2012 Revenew Marketing Network Awards. Manufacturer, buying group and association marketing programs made available to consumer electronics industry dealers on the Revenew platform were evaluated for integration, cadence and popularity among Revenew members. And the winners are…

**Best Integrated Campaign in 2012: Consumer Electronics Association**
The Consumer Electronics Association (CEA) was recognized as the Best Integrated Campaign in the industry. CEA provided its members a unique and powerful event program this year to demo the latest in video and digital audio. To maximize consumer awareness and interest, CEA provided their nationwide member base with a synchronized series of event weekends, "CEA Demo Days," supported with a complete integrated suite of digital and print-ready marketing materials.

The power of the integration went beyond a broad marketing mix – this program brought together video and audio technology, multiple manufacturers, nationwide dealers and consumers in a 3-event program intended to grow business for everyone in the industry network.

The creative assets, totaling over 20 for each event, ranged from emails to Facebook apps and ads, online banners, direct mail, print ads, in-store merchandising and a unique custom microsite. Dealers were able to co-brand and customize these assets to both benefit from the national campaign platform and microsite http://www.ceademodays.com and create a custom experience for local consumers and customers. Manufacturers were given the opportunity to sponsor the event program both nationally and for their specific dealers to further generate demand.

The first demo days weekend was held in July and participating dealers experienced great results. "Our members have given us great feedback on this program and the breadth of marketing assets provided to promote it and drive store traffic," said Kerry Moyer, Senior Director, CEA. "The first two events held in July and August were big hits and we anticipate similar results for the Digital Audio event to be held September 14-16 nationwide. The ability for our dealers to easily access, customize and launch a completely integrated digital and print marketing campaign on the Revenew marketing network for the first time this year is a big benefit we are pleased to provide our members."

**Best Promotional Calendar in 2012: Samsung Electronics Americas**
Samsung Electronics was recognized by Revenew for offering the "Best Promotional Calendar" in 2012. Samsung has enabled their dealers to run a consistent drumbeat of consumer promotions on the Revenew network all year. Samsung programs feature digital marketing campaigns to drive product sales for their channel partners throughout the year.

The campaign cadence includes promotions featuring consumer purchase drivers like Super Bowl, Father's Day, Football Season Kick Off and Holiday programs. In addition, Samsung provides its dealers programs to run at any time to balance year-round marketing, featuring multiple product campaigns. Dealers can tap into the growth of the smart TV market with great digital marketing campaigns to generate leads.

**Revenew Members' Choice Award 2012: Lutron**
Light control manufacturer Lutron was awarded the 2012 Revenew Members' Choice Award. Lutron digital marketing campaigns were ordered and utilized by Revenew reseller members more than any other manufacturer on the Revenew marketing network.

The popularity of Lutron campaigns is driven by many factors. Campaigns drive leads with an integrated mix of emails, direct mail, online banners, web buttons, Facebook ads, Facebook apps and microsites. The latest campaign, featuring Lutron's popular insulated honeycomb shades, features a fully integrated marketing toolkit. Lutron marketing materials are designed with beautiful lifestyle imagery, clear consumer value and great offers.

"We are pleased to be recognized with this award but more so that our resellers find Lutron campaigns on the Revenew network to be a valuable asset in their marketing programs," said John Hewson, Residential Systems Marketing Manager, Lutron Electronics. "We work hard to ensure our campaigns are designed to generate leads for our dealers."

Revenew is proud to have leading brands such as the Consumer Electronics Association, Samsung and Lutron on the Revenew marketing network. Revenew works hard to provide its reseller members with a broad array of marketing programs that enable them to build their database with services and social media programs, stay top of mind with newsletters and e-flyers, fill their pipeline with lead generating programs and expand their reach through referrals and search marketing. Revenew is the consumer electronics industry's marketing network.

Revenew is at CEDIA 2012, September 6-8th in Indianapolis, booth #1209.
**For more information, contact Suzanne Martin: smartin@revenew.com , (847) 359-9250**
http://www.virtualpressoffice.com/kit/t1q4

**About Revenew Systems**
Revenew is the premier, cloud-based channel marketing network for both resellers and manufacturers in the Consumer Electronics (CE) industry. Manufacturers such as Samsung, Lutron and Intregra and organizations like the Consumer Electronics Association use Revenew's network and service offering to collaborate with their resellers to effectively market their product offering - with one voice and aligned with their company strategy. Revenew delivers improved brand value and sales growth for both resellers and manufacturers. For more information, visit www.revenew.com or contact Revenew at 877.794.8556.

**About CEA**
The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the $206 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also owns and produces the International CES – The Global Stage for Innovation. All profits from CES are reinvested into CEA's industry services. Find CEA online atwww.CE.org, www.DeclareInnovation.com and through social media.

**About Lutron Electronics (www.lutron.com)**
Lutron Electronics, headquartered in Coopersburg, Pennsylvania, designs and manufactures energy-saving light controls, automated window treatments and appliance modules for both residential and commercial applications. Its innovative, intuitive products can be used to control everything from a single light, to every light, shade and even stand-by power in a home or commercial building. Lutron products make any space more versatile, while enhancing ambiance, comfort and productivity. They also save energy and make light bulbs last longer, making them an eco-friendly addition to the home and workplace. Founded in 1961, Lutron estimates that the installed base of its products saves the nation nearly 10 billion kWh of electricity, or approximately $1 billion in utility costs per year. Lutron manufactures more than 16,000 energy-saving products, sold in more than 100 countries around the world.

**About Samsung Electronics Co., Ltd.**
Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2011 consolidated sales of US$143.1 billion. Employing approximately 206,000 people in 197 offices across 72 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LED. Recognized for its industry-leading performance across a range of economic,

environmental and social criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index. For more information, please visit www.samsung.com.