

FOR IMMEDIATE RELEASE



**OSRAM SYLVANIA TAKES THE POLE POSITION
IN THE RACE TO THE FUTURE OF LIGHTING AT THE SYLVANIA 300**

DANVERS, MA, September 14, 2009 – NASCAR fans will get a closer look at a new era of lighting during the SYLVANIA 300 as title sponsor OSRAM SYLVANIA showcases its innovations and expertise in illumination technology. The North American lighting leader enters the chase with the company’s next generation of leadership, new investments in research and development (R&D), and inspired lighting advancements for your space, your wallet and your planet.

The seventh annual SYLVANIA 300 weekend arrives at the dawning of a lighting revolution and a changing of the guard at OSRAM SYLVANIA. The company announced earlier this year that Rick Leaman will succeed Charlie Jerabek as President and CEO effective the 1st of October. Over the course of his 25-year lighting career, Leaman has held executive positions across the company’s operation including materials and components, and general lighting businesses. However, the bulk of Leaman’s experience resides within the OSRAM SYLVANIA automotive lighting division. This presidential transition puts Leaman in the driver’s seat; he will lead events throughout the race weekend along with OSRAM SYLVANIA Senior Vice President of Sales, Service and Logistics Tim Lesch, the Grand Marshal. The company enlisted the help of Mark Titlebaum, BJ's Wholesale Club senior vice president of general merchandise, to act as the flag dropper for the SYLVANIA 300.

“It is an honor, and all-together fitting, to ignite this next phase of management and direction with the SYLVANIA 300,” said Leaman. “NASCAR fans appreciate brand, quality and performance, traits that OSRAM SYLVANIA has embraced for more than 100 years. These same traits will hold strong as pillars of principle and guide us as we develop new lighting technologies, offer our customers more choices and continue to set the pace for another 100 years.”

The future of lighting at OSRAM SYLVANIA includes Light Emitting Diode (LED) and energy-saving halogen technologies. In fact, energy-efficient products already account for more than 60 percent of OSRAM SYLVANIA sales worldwide – within 10 years this share is expected to be increased to 80 percent. The company’s comprehensive portfolio of energy-efficient and environmentally-preferable products serves as solutions for automobiles, homes, businesses, institutions and municipalities.

NASCAR drivers Robby Gordon and Paul Menard will be “racing to the future of lighting” at this year’s Sprint Cup Series kick-off, the SYLVANIA 300. Menard will be behind the wheel of the SYLVANIA- DOT·it[®] covered No. 98 Ford Fusion and his fellow competitor Gordon will take to the track in the SYLVANIA blue and orange painted No. 7 Toyota Camry. This season is Gordon’s inaugural season driving SYLVANIA colors, while it marks the third year in a row that Menard has driven the SYLVANIA car.

Race festivities kick off Friday, September 18 with qualifying rounds and run-through the big race showdown on Sunday, September 20. The SYLVANIA 300 carries its tradition of being the first event in the NASCAR Sprint Cup Series, as this competition starts the 10-race championship run at New Hampshire Motor Speedway in Loudon, New Hampshire. Additionally, Matt Crafton will be driving the No. 88 SYLVANIA Chevrolet Silverado in the NASCAR Camping World Truck Series race on Sept. 19th. Crafton remains in a heated battle for the NASCAR Camping World Truck Series Championship.

About the SYLVANIA 300

SYLVANIA has been the title sponsor of the SYLVANIA 300 at the New Hampshire Motor Speedway (NHMS) for the last seven years and, in July 2006, signed an additional five-year contract with NHMS through 2012. The SYLVANIA 300 has historically been one of the highest rated televised NASCAR events as the first race in the chase for the Sprint Cup and routinely draws crowds of well over 100,000 to NHMS, the only super speedway in the six-state New England region and the largest sporting facility in the region. For more information, visit www.sylvania.com/sylvania300

About OSRAM SYLVANIA

OSRAM SYLVANIA is a leader in lighting solutions that feature innovative design and energy saving technology. The company sells products for homes, businesses and vehicles primarily under the SYLVANIA brand name, and also under the OSRAM brand. Headquartered in Danvers, Mass., OSRAM SYLVANIA is the North American operation of OSRAM GmbH, a wholly owned subsidiary of Siemens AG. For more information, visit www.sylvania.com.

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