NEWS RELEASE For Immediate Release

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Simply Automated Announces New Light Almond Faceplate Option to Enhance the Standard Color Assortment (White, Ivory, Almond, Brown and Black)

SAN DIEGO, CA - November 18, 2008 - www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces availability of a new light almond faceplate option to enhance the standard color assortment (white, Ivory, Almond, Brown and Black).

Simply Automated's unique universal dimmer and faceplate technology now offers home owners 13 interchangeable faceplate choice, including single- double-, triple- or four-rocker faceplates, as well as single- or dual-rocker with 4-buttons, or 4-button or 8-button faceplates. There are two button styles, thin-bar or oval, with custom button labeling options. All the faceplates are now available in 6 standard colors (white, ivory, almond, light almond, brown and black). Fred Kiko, founder and President of Simply Automated, explains "with 13 faceplate options in 6 standard colors, fitting our single or dual-circuit dimmers, there are 78 available faceplate options to meet virtually any décor or lighting control needs."

Residential lighting is enhanced by turning on one, two, or a group of UPB controlled lights at the push of a button or rocker. These lighting scenes provide the convenience of controlling any number up to 250 lights or other loads. The most popular applications include turning on or off all, or all but a few, lights when entering or exiting a home. Convenient scenes include controlling all the lights in a kitchen, bedroom, bath or any room or any group of rooms, including outdoor lighting and water features. Scenes can be set to provide a warm, subtle, comfortable feel for entertaining, dining, watching TV or just reading.

Lighting automation is incorporated in UPB dimmers and modules by utilizing functions as simple as the built in timer options to help save energy, or scheduling of lights while at home or away on vacation, or sensing doors, gates, door bells or even motion. There are dozens of third party controllers, alarm systems and PC software applications that can control UPB lighting to completely automate a home, providing a comfortable, safe, secure and convenient lifestyle.

About Simply Automated

Simply Automated, an industry leader in home automation and lighting control, offers the broadest, most cost effective, flexible assortment of lighting and home automation products in the marketplace. No new wiring is required, making our products ideal for both new and retrofit construction. An extensive line of ultra-reliable UPB-based control modules, transceiver switches and in-wall controllers allow simple, low cost installations, and provide advanced applications not applicable to RF-based systems. For additional information we invite you to visit www.Simply-Automated.com. Or you can contact us by phone during regular business hours at (800) 630-9234.