

NEWS RELEASE
For Immediate Release



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**Simply Automated Announces availability Two New Universal Faceplates,
a Dual Rocker with 4 Thin-Bar Buttons and Dual Rocker with 4 Oval
Buttons**

SAN DIEGO, CA – November 18, 2008 – www.Simply-Automated.com, Simply Automated, an industry leader in home automation lighting and control, announces *availability* of two (2) new faceplate options: dual-rocker with 4 thin-bar and dual-rocker with 4 oval buttons.

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 5 standard colors (white, ivory, almond, brown and black).

Universal faceplates fit Simply Automated's Universal Dimmer-Controller (model US2-40), which is a 900W smart, networked, dimming light switch used for home lighting control and automation. The dimmer-controllers communicate over the powerline using Universal Powerline Bus (UPB) technology and any faceplate's buttons or rockers can be used to control up to 250 other UPB dimmers and load controlling devices. The advantage of the universal design is that one type of dimmer-controller base can be used throughout a home and the designer or homeowner can choose what ever faceplate they want or need at any time.

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.

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