

Special points of interest:

- * Bover is newly available through IE
- * Cd-ROM with new Catalog and Pricelist has been sent out in February
- * Bi-weekly reports with 2005 and 2004 sales per customer are ready
- * IE will exhibit both at HD Expo and at ICFF
- * New Ads are ready to be run
- * Le Klint visits IE

IE Update

February has been a very cold month in Highland Park. Clouds, wind, blizzards... still IE people managed to stay warm through their constant work to improve service and, therefore, the customer satisfaction. The target, again, is to be through many growing pains before the end of 1st Quarter, willing and able to assist you in a better fashion.

We finally closed the deal with the phone operator and by the end of the month we'll have the new phone system fully operating. As stated in last Newsletter, you'll be able to notice an immediate impact upon implementation.

Last week we sent out Cd-ROMs with the final version of the New Catalog 2005-06 and the new pricelist. There are 3 .pdf files on the Cd. Volume 1, Volume 2 and price-list. That's what we're currently printing and that gives you an idea of what you'll have in your hand by the end of the month. Yes! The dream is going to become reality very soon. During weeks 13 and 14 (starting on Wednesday the 23rd of March) we'll start sending out the new catalogs. 2,000 catalogs and 2,000 pricelists with attached a

new exciting promo for any new catalog orders!!! Of course demand is higher, but we'll have to wait for the remaining 13,000 to satisfy it completely! They'll be here shortly after. Please, send us your request and make sure you highlight "New Catalog 05-06 and pricelist" on the order.

If you have any questions or comments regarding the catalogs, please feel free to contact Mario Giannini (mario@ie-nemo.com) at any time.

To date, we completed the implementations of the automatic order acknowledgments via email to all reps and we're currently working on shipment confirmations. We're getting there; it's a matter of few more days... Starting on Wednesday the 16th shipment confirmations should be perfectly working. What is ready, instead, is the new bi-weekly report, which tells you where your customers are. So far, you are able to see what your customers are currently doing and what they did in 2004. By the end of March, you'll be able to see also what they did also in 2003 and 2002! We're sure that this is a fundamental tool for you. It's great to know who is following the "IE

project" and who is not... If some customer is not in line with our goals, we should find out which is the problem, eventually, and work to solve it.

You'll be able to meet with IE once more both at the HD Expo in Las Vegas, May 5-7, and at ICFF in New York, May 14-17. In Las Vega, IE will stand at the booth #4925; in New York IE will stand at booth #866. Updates will follow.. Of course, we hope to see you there!

New Advertisement Campaign

After the great success of the 2004 "Lighting for every personality" campaign, we decided to leverage on this success and to add new characters to supports more product lines.

Last week we finished shooting the new characters for the 2005 campaign; of course, we're thrilled and excited with the result we had!! We're now ready to use them in the next issues of our advertisement partners' magazines.

To date, in 2005, we place our Nemo Ad in Elle Decore's February issue (page 41) and March issue (page 44), Hospitality Design's Jan/Feb issue (page 19) and Interior Design's January issue (Page 31).

Lighting for every personality

Nemo offers sleek, contemporary lighting in a clean, minimalist style. Great care is taken in the selection of light sources - Nemo designs embrace fluorescent light, which balances high output with low energy consumption. Its products are designed for aesthetic quality, visual comfort, and environmental efficiency. Nemo embodies the tradition, essence and sophistication of contemporary Italian lighting.

SIRIUS
The Sirius table and reading light offer widespread, diffused illumination and are ideal for use in dining rooms, meeting rooms, and bedrooms. Combined with a diffuser in light-colored glass and a double wall, the Sirius is finished in equal white glass with a brushed steel base.

NEMO

UP-DOWN
TO-WALL
FIBERGLASS FIBRE
CONTROL ACTION
ON-SPOT
DOWN LIGHT

ILLUMINATING  EXPERIENCES
www.illuminatingexperiences.com
800.754.9858
customerservice@ie-nemo.com

Where life are you lighting?

Lighting for every personality

Contemporary Italian design meets the ancient craft of blown glass in De MaJo's exquisite decorative lamps, chandeliers and fixtures. Cheerful, bright colors complement crisp, geometric shapes with detailed polished chrome, gold and nickel. The De MaJo line of products includes the popular Falco, Tetra and Girasole collections.

PERONI
The Peroni collection uses glass shades and frosted glass shades to provide direct or ambient lighting. These modern pieces are offered with frames finished in chrome, with clear coats and in a wide array of colors including white, cobalt blue, amber and frosted glass. The Peroni collection adds flair and style as a wall sconce, a floor lamp or an oval sconce.

DE MAJO

A WALL WALL
GIRASOLE PENDANT
NEW BIRD AIR
JAZZ
SP
FLORA

ILLUMINATING  EXPERIENCES
www.illuminatingexperiences.com
800.754.9858
customerservice@ie-nemo.com

Where life are you lighting?

In March we're going to run again the Nemo ad on the 3 partners' issues while, starting in April, you'll start seeing the new ads circulating on the three prestigious magazines.

We'll keep you updated; every month you'll know exactly where to find us. If you have any questions or comments regarding the advertisement campaign, please feel free to contact Mario Giannini (mario@ie-nemo.com) at any time.

A great come-back - BOVER!

Joana Bover designs this collection of lamps, wall brackets and pendant fixtures imported from Barcelona. Contemporary designs offer a choice of wood finishes with satin nickel metal. Rustic designs are made of wrought iron in black or brown finish. All backplates have been modified for American installation.

All light sources are shielded with fabric shades that are an important component of the designs.

Ms. Bover signed an exclusivity distribution agreement with IE and Bover's catalogs will be distributed along with IE catalogs soon. Meanwhile feel free to send in all the orders for the existing Bover products and to inquire for additional ones.



Le Klint meets with IE

Our President Francesco Pansardi met with Le Klint General Director Kim Jensen last week to introduce on the US market the new Le Klint exciting collection "Undercover" utilizing Marimekko shades! Undercover offers excellent retail price points and will be available in May to all the stores. IE will soon distribute a special kit just for this new collection but in the meantime you can enjoy some previews of Undercover logging on <http://www.leklint.dk/undercover/>. Mr. Jensen will come back to New York in May during ICFE where IE will exhibit Le Klint products in both its own booth and the Danish pavilion.

Mr. Jensen and IE will also be honor guests for the May opening of "Just Scandinavian", the City's first store devoted to top quality Scandinavian furniture and design, located in TriBeCa: the store is being designed to resemble a furnished loft and will include a contemporary Danish kitchen and living-room as well as modernist bric-a-brac.

Important IE Happenings



The Hospitality Design Summit in Laguna Beach – February 16, 2005

IE was one of the few lighting companies present at the HD Summit in Laguna Beach last month.

A virtual who's who of the hospitality design industry gathered at the Montage Resort & Spa in Laguna Beach, California, for the 5th Annual HD Leadership Summit. Executive-level attendees participated in a two-day think tank, which included renowned speakers from outside the industry to help them think creatively about how to run their respective businesses.

Francesco Pansardi and Christopher Tedesco were there and considered the event "an extraordinary networking opportunity" where IE had the chance to deal with the key-players of the hospitality industry, from designers and architects to representatives of the Starwood, Ritz-Carlton, Hilton and Marriott.

SEATTLE design CENTER

IE is strongly present at the Seattle Design Center where two windows of the lighting section are dedicated to IE's Nemo, De Majo, Le Klint, Oty, Modiss and Lamp International's new products. Our President Francesco Pansardi was present at the opening the last March 1st and described the event a "true representation of the IE new direction: a one stop-shopping within the very high-end of the lighting design. IE is a company who finds its audience into the design community and into those customers who appreciate and value the originality, high-quality and superior design and who are willing to pay for a lighting fixture that is not just a "fixture" but a beautiful and functional art piece and a luxury good".