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FOR IMMEDIATE RELEASE:

NOVA OF CALIFORNIA ILLUMINATES A NEW VISION FOR ONE OF AMERICA'S MOST HISTORIC LIGHTING COMPANIES

Los Angeles, CA (December 2015) – NOVA of California—the L.A.-based lighting and interior décor company founded in 1923—recently announced the results of strategic rebranding efforts undergone in recent months. Speaking on the company's new approach, NOVA CEO Daniel Edelist emphasized the importance of company heritage:

"As a business with over 90 years of history, we remain dedicated to the principles of original design, enduring quality, timely delivery and friendly customer service that our company was founded upon. We're also highly aware that innovation and evolution are critical to our business. Our new strategy builds on our heritage as a foundation to create something exciting and new."

As part of their efforts, NOVA's new product lines—lighting, mirrors, clocks, wall art and accent furniture—will be showcased in redesigned catalogs and email campaigns. Under the tagline "New. NOVA. Now.", the company's updated marketing materials will reinforce their position as a design authority, while making it clearer and easier for customers to shop their full assortment of products.

Aligning with their new marketing vision, NOVA will unveil two new showrooms for their upcoming market events: a 3,700-square-foot showroom at World Market Center, Showroom A327, for their January show at Las Vegas Market and a 2,600-square-foot space in the International Home Furnishings Center, Showroom C449, at High Point Market. Of their new showrooms, NOVA Creative Director Alyssa Sprague states:

"Through our selection and design, we aimed to create spaces that reflect the essence of the NOVA brand—our heritage, our principles and our future. The new showroom spaces are the perfect backdrop to showcase our original designs and express everything that's special about NOVA."

With enhanced product lines, updated marketing materials and new showroom spaces, the historic California company is poised to enter a new era, at the very forefront of design innovation.

About NOVA of California

Founded in 1923, NOVA of California has systematically grown through the advent of targeted acquisitions and a focused approach to expanding product categories. The company now includes NOVA Art Studio and designs by Jon Gilmore, offering a comprehensive assortment of lighting, mirrors, clocks, wall art and accent furniture for casual contemporary lifestyles.

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