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Orion Energy Systems, Kimberly-Clark, and Hewlett Packard Among Companies Featured in New Book Designed to Spur Innovation

Innovation Experts Highlight Orion's Technological and Business Model Advances in 'Conquering Innovation Fatigue'

MANITOWOC, Wis., Jul 28, 2009 (GlobeNewswire via COMTEX News Network) -- A new book designed for "anyone seeking success through innovation" devotes an entire chapter to Orion Energy Systems Inc. (Nasdaq:OESX), detailing the company's success despite barriers to the innovative ideas and concepts of the energy management systems manufacturer.

"Conquering Innovation Fatigue: Overcoming the Barriers to Personal and Corporate Success" is described by publisher John Wiley and Sons Inc. as a "practical guide (that) reveals the nine major 'fatigue factors' that can block the path to innovation success, along with solutions to energize innovation." The 284-page book was released on July 7.

The book was authored by innovation authorities Jeff Lindsay, Ph.D.; Cheryl Perkins; and Mukund Karanjikar, Ph.D.

Among other companies mentioned in the book are corporate giants Gatorade, Kimberly-Clark, Hewlett Packard, and Apple.

The authors tapped Orion for the book because of the energy solutions companies' continual innovation of energy efficient technology, business model advancements and manufacturing excellence.

The chapter titled "Orion Energy Systems: Creative Solutions to External Fatigue" chronicles the hurdles CEO Neal Verfuert and his company overcame to ensure success, like creating a patented meter that verifies his technology's energy waste reductions and monetary savings. Verfuert created the meter when many early customers refused to believe a fluorescent lighting platform could provide 50 percent more light at half the operating cost of traditional lighting systems.

The chapter also references Orion's innovative technology like its Intelite(r) control system, which allows users to remotely access data about their lighting grid, fans, heating and cooling systems, and other electronic devices. The data provides information in real time about power usage, creates budget reports, explores alternate usage and procurement scenarios, and implements load shedding strategies.

The book also cites Orion's suite of business method innovations that help customers generate revenue from lighting and other sources of power consumption.

Orion's technology provides energy savings without compromise. Quoted in the book, Verfuert said, "If an alleged energy-savings approach solution makes a facility darker and less productive, people won't stay with it. People want more for less. That's our heritage. That's how we innovate."

"Innovation has always played an important role in the success of Orion - from our innovative energy solutions to the way we do business," Verfuert said. "At Orion, it's in our DNA to create and overcome the many hurdles that this book addresses as innovation fatigue. We work diligently every day to continually innovate energy-saving technology to help our customers reduce their carbon footprint and improve the environment."

Orion's innovation recently won the praise of President Barack Obama, who applauded Orion in a White House speech promoting clean energy, the creation of green collar jobs and the importance of energy efficiency. Obama challenged Orion and other clean energy companies to "mount a historic effort to end once and for all our dependence on foreign oil."

Orion has deployed its energy management systems in 4,581 facilities across North America. Since 2001, Orion technology has displaced more than 435 megawatts, saving customers more than \$577 million and reducing indirect carbon dioxide emissions by 4.9 million tons. Orion's technology was recently internationally recognized with a Platts Global Energy Award for the single most innovative and sustainable green technology of 2008.

Orion Energy Systems Inc. (Nasdaq:OESX) is a leading power technology enterprise that designs, manufactures and implements energy management systems, consisting primarily of high-performance, energy-efficient lighting systems, controls and related services for commercial and industrial customers without compromising their quantity or quality of light. For more information, visit www.oesx.com.

The Orion Energy Systems, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=4540>

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