

Press Information

January 5, 2011

Philips expands its portfolio to deliver customized energy-efficient lighting solutions through the acquisition of Optimum Lighting

Amsterdam, The Netherlands and Henderson, NC, USA – Royal Philips Electronics (AEX: PHI, NYSE: PHG) announced today that it has acquired Optimum Lighting LLC, a privately owned company specializing in customized energy-efficient lighting solutions for the office, industry and retail segments. This acquisition complements Philips' customer-centric innovation capabilities and strengthens its global leadership position in professional lighting solutions.

"Office lighting uses approximately 30% of the total energy consumption in buildings, so there is a great opportunity to upgrade the older inefficient lighting currently used in the majority of buildings to state-of-the-art energy-efficient solutions," said Rudy Provoost, Chief Executive Officer of Philips Lighting. "The acquisition of Optimum Lighting further strengthens our overall ability to deliver tailor-made turnkey solutions to our customers that provide superior lighting performance, while reducing their operating expenses."

Founded in 2005, Optimum Lighting manufactures a full range of lighting fixtures designed to meet the needs of the growing demand for energy-efficient products. The company excels in the rapid design, building and engineering of customized energy-efficient lighting solutions and the delivery of associated services for the professional market. Optimum Lighting is headquartered in Henderson, North Carolina, USA, with approximately 70 employees. Financial details of the acquisition were not disclosed.

For more information, please contact:

Joost Akkermans
Philips Corporate Communications
Tel: +31 20 59 77406
Email: joost.akkermans@philips.com

Court Elliott
Philips Corporate Communications, North America
Tel: +1 212 536 0817
Email: court.elliott@philips.com

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs more than 118,000 employees in more than 60 countries worldwide. With sales of EUR 23 billion in 2009, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.