

***O'Blaney Rinker Associates / ORA Lighting & Controls
joins Diversified Group in Metro New York***

FOR IMMEDIATE RELEASE

New York, NY & Philadelphia, PA – Diversified Group, a premier representative of high-quality lighting and controls across Eastern Pennsylvania, Delaware, New Jersey, and metro New York, and O'Blaney Rinker Associates, recently rebranded ORA Lighting and Controls, a leading architectural lighting representative serving metro New York and North Jersey, are excited to announce that ORA will join Diversified Group, helping both to expand its product offering and service capabilities to their local design & construction community.

Bruce King, President & CEO of Diversified Group, expressed enthusiasm about the acquisition, stating, "The integration of ORA Lighting and Controls into the Diversified family marks a significant milestone in our journey to provide unparalleled lighting solutions. ORA's reputation for innovation and quality complements our mission to deliver total lighting and control solutions that meet the evolving needs of our customers."

"Renowned for its 'design solution and customer-centric approach,' ORA will operate within the Diversified framework but will continue to go to market under the ORA Lighting and Controls Brand with an expanded portfolio of products and services for the metro New York market," stated Bruce King.



"We are thrilled to join forces with Diversified Group," said James O'Blaney, Principal at ORA Lighting and Controls. "This opportunity allows us to leverage Diversified's extensive network and resources to bring our innovative lighting solutions and 'service centric approach' to a wider audience. Together, we are poised to set new standards in the New York market while continuing to deliver exceptional brand value to our clients."

Excited about the future, Bill Cloud, Sr. Vice President, Diversified New York & New Jersey Markets, added, "James and his highly respected team are the perfect complement to our initial efforts in New York. After our first meeting, it was clear they will bring a strong boost to our focus on the specification community and be a great fit for our ever-expanding family. We are looking forward to bringing our teams together and leaning on each other's strengths as we continue to grow and invest in the metro New York marketplace."

ORA Lighting and Controls will continue to serve its customers with the same dedication and excellence, now backed by the robust infrastructure and support of Diversified Group. The combined strengths of both entities promise to elevate the lighting and controls landscape, driving forward the shared vision of delivering superior products and services.

For more information about Diversified Group and ORA Lighting and Controls, please visit <https://diversified-group.com> and <https://oblaneyrinker.com>



About Diversified Group

Diversified is a leading representative of high-quality lighting and controls, serving the Design and Construction community for over 60 years. With a comprehensive portfolio of lighting solutions, Diversified is committed to enabling the construction community through its 140+ associates and five resource centers. Diversified is employee owned since becoming an ESOP in 2012.

About O'Blaney Rinker Associates / ORA Lighting & Controls

ORA Lighting and Controls stands at the forefront of lighting innovation, offering a wide range of high-quality, energy-efficient lighting products and solutions. With a focus on customer satisfaction and technological advancement, ORA has been illuminating spaces and enhancing environments for 14 years.