

DR. IHOR LYS NAMED TECHNICAL ADVISOR TO ECOSENSE BOARD OF DIRECTORS

Color Kinetics Co-Founder Joins Company in Consulting Role

NEW YORK -- September 30, 2010 -- EcoSense Lighting, provider of a new generation of economical, environmentally responsible lighting solutions, today announced that Color Kinetics Co-founder Dr. Ihor Lys has been named Technical Advisor to the EcoSense board of directors. Dr. Lys is largely credited with developing several fundamental technologies that render LEDs useful for illumination applications. Having helped propel the widespread cross-market adoption of LEDs as an illumination source, Dr. Lys will help set the direction for the company's technology advancement and implementation.

Together with EcoSense Founder and Chairman George Mueller, Dr. Lys co-founded Color Kinetics in 1997. Upon the company's acquisition by Philips, Dr. Lys served as its Chief Scientist until 2009. For more than a decade at Color Kinetics, he oversaw the development of new lighting, power and control products, and helped formulate corporate strategy and product vision. A prolific inventor, he holds more than 75 issued patents and numerous patent filings. In addition to being honored as Inventor of the Year by the Intellectual Property Owners Education Foundation in 2008, he has been named to several prestigious industry lists, including the Technology Review TR100, Mass High Tech All-Stars, and Entertainment Design magazine's 50 Most Powerful People in Entertainment Technology. A frequent speaker at industry conferences and events, Dr. Lys received his BS, MS and PhD degrees in Electrical and Computer Engineering from Carnegie Mellon University (1987-1998).

In his role as Technical Advisor, Dr. Lys will once again be collaborating with Mueller "I couldn't be more pleased that Ihor has chosen to work with EcoSense," said Mueller. "I look forward to the many ways that our company will benefit from his unparalleled technical expertise and inherent understanding of how to develop the highest caliber LED lighting products."

"I am thrilled to welcome Dr. Lys as an advisor to our board," said EcoSense President and COO Ray Letasi. "With the recent expansion of our sales and product development teams, EcoSense is well-

positioned to leverage his expert counsel as we move into our next stages of product and technology development.”

“I find the EcoSense approach to the LED illumination market especially appealing,” noted Lys. “I’m happy to be part of this company’s initiative to further advance the state of the art in solid state illumination.”

EcoSense fixtures eliminate many of the challenges of traditional lighting such as excessive heat, UV emissions, and insufficient bulb life. EcoSense products are developed by lighting designers for the lighting design community, ensuring that they meet the aesthetic and performance requirements of even the most demanding projects. To assure uniform color temperature across fixtures, EcoSense has developed a highly stringent LED binning criteria resulting in a yield that exceeds the ANSI standards requirement by 400%. This ensures that project standards need not be compromised by inconsistent color output from unit to unit.

All EcoSense products meet the highest industry performance standards and are backed by an unprecedented three-year manufacturer warranty. For more information, visit www.ecosenselighting.com.

About EcoSense

Founded by a team of long-serving industry experts with proven know-how in the development and best practices of solid-state illumination, EcoSense Lighting provides best-in-class LED lighting solutions for use in commercial and residential applications. The company offers a comprehensive line of LED fixtures that meet the technical requirements of the most demanding projects while delivering substantial benefits over traditional lighting sources. Established in 2008, EcoSense Lighting is privately held and has offices in Hong Kong and New York City. For additional information, visit www.ecosenselighting.com

#