

For Immediate Release

ECOSENSE™ LIGHTING STRENGTHENS SALES AND MARKETING ORGANIZATIONS WITH NEW EXECUTIVE APPOINTMENTS

*Robert McCulley joins EcoSense as Vice President, Sales & Marketing for the Americas;
Neil Gamble promoted to Vice President, Sales & Marketing for Europe & Middle East*

NEW YORK -- September 7, 2010 -- EcoSense Lighting, provider of a new generation of economical, environmentally responsible lighting solutions, today announced that Robert McCulley has joined the company as Vice President, Sales & Marketing for the Americas, and that Neil Gamble has been promoted to Vice President, Sales & Marketing for Europe and the Middle East. Together they bring nearly 40 years of lighting industry experience to EcoSense, with a history of building successful sales teams and growing revenue for solid-state lighting companies including Phillips, Color Kinetics, Renaissance Lighting, and American Light.

Mr. McCulley will lead the expansion of the company's business development, sales, and marketing initiatives in the U.S., Canada, and Mexico as well as Central and South America. He spent nearly 10 years as part of the sales organization at Color Kinetics, establishing market strategies and a manufacturer network for the professional lighting segment. During his tenure, he exceeded revenue and margin targets in over sixteen consecutive quarters to help position Color Kinetics for its IPO and eventual acquisition by Phillips. Prior to joining EcoSense, Mr. McCulley was Vice President of Global Sales for Renaissance Lighting, which was recently acquired by Acuity Brands Lighting. He has also held sales positions with national distributors American Light Inc. (now known as FSG) and E. Sam Jones.

With his promotion to Vice President, Mr. Gamble is now responsible for the company's business development, sales, and marketing initiatives in the European and Middle East markets. Prior to joining EcoSense as Director of Sales, he was Director of Sales for Europe/Middle East with Philips Lighting and Color Kinetics, leading a team that established the Color Kinetics brand among the European specifier

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community. He has also held Business Development and Sales positions with Wila Luechten GmbH in Germany and Thorn Lighting Ltd. in the U.K.

“The combined depth and breadth of LED lighting sales experience that Rob and Neil bring to the company is virtually unmatched,” notes EcoSense Lighting President and COO Ray Letasi, “They share a proven, strategic approach to sales and an understanding of the specifier community that will bolster our sales organization as we move into our next stage of growth and product development. Their leadership will be key to bringing the EcoSense hallmarks of highest-quality light, reliability, and economical pricing to new customers worldwide.”

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

Contact:

Name: Rob McCulley

Phone: 212-228-8118

Email: rob@ecosenselighting.com

Website: www.ecosenselighting.com

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