

Industry Veterans Join EcoSense Lighting as Global Sales and Marketing Initiatives Expand

*Ray Letasi named Vice President, Sales and Marketing;
Neil Gamble becomes Director of Sales- Europe & Middle East*

NEW YORK -- September 3, 2009 -- EcoSense Lighting, provider of a new generation of economical, environmentally responsible lighting solutions, today announced the appointment of Ray Letasi as Vice President, Sales and Marketing and Neil Gamble as Director of Sales-Europe and Middle East. Together they bring nearly 30 years of industry experience to EcoSense, with specific expertise in international sales and business development for solid-state lighting companies including Philips Lighting and Color Kinetics.

Mr. Letasi will oversee the development and management of the company's global sales and marketing activities. Previously, he was Vice President of Sales, International for Philips Lighting. He held several Sales Management and Business Development positions during ten years with Color Kinetics, spearheading the company's Japanese joint venture partnership as well as launching sales, marketing and distribution programs throughout Europe, Asia Pacific, Japan and the Middle East.

Mr. Gamble will direct the company's business development and sales activity in markets outside of the U.S. Most recently, he was Director of Sales for Europe/Middle East with Philips Lighting and Color Kinetics, where he built a sales team that established the Color Kinetics brand among the European specifier community. He has also held Business Development and Sales positions with Wila Leuchten GmbH in Germany and Thorn Lighting Ltd. in the U.K.

“As increasingly stringent environmental regulations are adopted around the world, the importance of energy-efficient lighting will continue to grow. More and more specifiers are recognizing how well LEDs fulfill these demands,” notes EcoSense Founder and Chairman George Mueller. “With the additions of Ray and Neil to our team, we are well-positioned to identify and meet the needs of this rapidly expanding segment of the white light market through our growing product line.”

EcoSense products are designed to be brighter, more efficient, and to cost less than similar LED-based products on the market today. Made to replace conventional light sources in existing housing, EcoSense lamps and fixtures utilize LEDs to eliminate many of the challenges of traditional lighting — such as excessive heat, UV emissions, and insufficient bulb life. What's more, they pay for themselves in energy

savings and replacement costs in the first year and provide substantial additional savings over their 50,000 hour usage life.

About EcoSense

EcoSense Lighting provides best-in-class solid-state lighting solutions for use in commercial and residential applications. Founded by industry innovators who have been working with solid-state lighting since its inception, the company offers a comprehensive line of LED-based lamps and fixtures that offer substantial benefits over traditional lighting sources. Established in 2008, the company is privately held and has offices in New York City and Hong Kong. For additional information, visit www.ecosenselighting.com

Contact:

Ray Letasi

EcoSense Lighting, Inc.

Phone: 212-228-8118

Email: ray@ecosenselighting.com

www.ecosenselighting.com