



ECOSENSE LIGHTING APPOINTS ARCHITAINMENT LIGHTING LTD. AS UK DISTRIBUTION PARTNER

Company Growth Continues with European Market Expansion

ARC Show 2011/Booth M13B -- January 11, 2011 -- EcoSense Lighting today announced that it has signed Architainment Lighting Ltd. as an Authorized Distributor of its line of best-in-class, specifier-grade LED lighting solutions for commercial and residential applications. The agreement with Architainment will extend the availability of EcoSense products across architectural, retail and entertainment market segments throughout England and Wales. EcoSense Lighting will showcase its entire product line at the ARC Show 2011 in **Booth M13B**.

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. The company's white light fixtures eliminate many of the challenges of traditional lighting such as excessive heat, UV emissions, and insufficient bulb life -- while delivering a brighter, more energy-efficient, and lower-priced alternative to similar LED-based products on the market today.

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.

Architainment works with leading lighting designers, specifiers and architects to transform architectural, retail and themed environments through lighting. Architainment's expertise in these sectors — along with its high profile among leading lighting designers, architects and specifiers in the UK — make it an ideal distribution partner for EcoSense.

“Architainment and EcoSense are a marvelous fit because, like our own team, the staff at Architainment brings in-depth industry experience and a technical understanding of LED best-practices to every project, big or small,” notes Neil Gamble, EcoSense Vice President of Sales & Marketing – Europe, Middle East. “We look forward to seeing Architainment and their clients maximize the benefits of EcoSense products in a full variety of projects throughout England and Wales.”

“We take pride in providing the latest developments in lighting technology, so we couldn't be more pleased to now offer the EcoSense line to our customers,” said Nic Tolkien, Managing Director of Architainment. “In addition to high-quality, energy efficiency and durability, EcoSense products come with the key advantage of being quite budget-friendly -- a combination that our clients increasingly demand.”

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

About Architainment Lighting Ltd.

Architainment Lighting Ltd. is a specialist project lighting company working in the Architectural and Entertainment sectors across the UK. It provides specifier with the highest quality white light and RGB lighting fixtures and complete control solutions, and offers clients a full service from conception, through specification to supply, integration, programming and system commissioning.

Contacts:

Neil Gamble

VP Sales & Marketing – Europe, Middle East

EcoSense Lighting

Phone: +44 7769903216

E-mail: neil@ecosenselighting.com

Website: www.ecosenselighting.com

Holly Winman

PR and Marketing Coordinator

Architainment Lighting Ltd.

Phone: 01494 471340

E-mail: holly.winman@architainment.co.uk

Web Site: www.architainment.co.uk

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