



PRESS RELEASE
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ECOSense LIGHTING NAMES NEW CHIEF TECHNOLOGY OFFICER

Lighting Industry Veteran Paul Pickard Selected to Drive Innovation

New York, NY, September 16, 2013 - EcoSense Lighting®, a fast-growing manufacturer of high-performance white LED luminaires, has named Paul Pickard to the position of Chief Technology Officer (CTO).

Mr. Pickard joins EcoSense with an impressive background including 15 years in the lighting industry. He was the Systems Architect for Cree Advanced Lighting Technology (ALT), where he served on the leadership team that developed and launched Cree's line of consumer lighting products. His professional experience includes leadership positions at LLF/Cree Lighting and Acuity Brands Lighting in product development, primary technology research and innovation. He is a Mechanical Engineering graduate from the University of New Mexico and holds 71 US patents.

"Paul is a world-class technologist and we are thrilled to have him join the team," said Mark Reynoso, CEO of EcoSense Lighting. "His impressive technical background and thought leadership coupled with his considerable experience propelling innovation in the LED industry make him the ideal candidate for us. The next few years will be very exciting."

About EcoSense Lighting

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 architectural applications. The company offers a comprehensive line of high-performance LED fixtures that meet the technical requirements of the most demanding projects while delivering substantial benefits over traditional lighting sources. EcoSense Lighting was established in 2008 and is privately held. For additional information, visit www.ecosenselighting.com.

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Contact:

Cristina Rodrigues – Director of Global Marketing –EcoSense Lighting Phone: 1-401-529-4980
E-mail: cristina.r@ecosenselighting.com - Website: www.ecosenselighting.com