



Press Release

LEDNOVATION HIRES BILL BLACKLEY AS VICE PRESIDENT OF BUSINESS DEVELOPMENT

Nov 2, 2009

TAMPA, FL – LEDnovation is pleased to announce that Bill Blackley has joined the company as Vice president of Business Development.

Mr. Blackley brings over 20 years of lighting and electrical industry experience. He is LC certified by the National Council on Qualifications for lighting professions (NCQLP), is active on five industry IES committees and holds bachelor's degrees in electrical engineering, marketing and a MBA in General Management. Mr. Blackley has held various senior management positions in sales, marketing and product development at Vossloh-Schwabe (Matsushita Electric) and Acuity Brands Lighting (Holophane). He is joining LEDnovation from Nexxus Lighting, where he was Vice President of Nexxus Commercial Lighting.

“We are thrilled to have Bill fill this key position in the company. He brings significant marketing and business development experience as we deliver our first products into the marketplace” states Israel J. Morejon, CEO of LEDnovation.

“There are tremendous opportunities ahead for LEDnovation in the Solid State Lighting market with its future world-class products,” Mr. Blackley said. “I am excited about helping our customers make more informed decisions about their lighting needs and purchases,” he further commented.

For further information please contact:

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About LEDnovation

LEDnovation is a pioneering product and technology company in the Solid State Lighting market. The company is committed to delivering energy efficient, eco-friendly lighting products through the development and deployment of innovative LED lamps and luminaires.

For more information, visit www.LEDnovation.com