

FOR IMMEDIATE RELEASE:

Michael Brunasso Joins BEGA-US as Vice President of Sales

For more information, please contact: Dianne Armitage, Marketing Coordinator

BEGA-US
(805) 576-5133 (voice)
(805) 576-9474 (fax)
darmitage@bega-us.com



Carpinteria, CA, February 2, 2012 - BEGA-US, a leader in architectural lighting today announced the appointment of Michael Brunasso as Vice President of Sales effective February 8, 2012. Mr. Brunasso brings more than twenty years of successful sales and management experience in the lighting industry, having previously held key positions at Juno, Peerless, Eureka and Hubbell Lighting.

Michael will lead BEGA'S sales efforts to continue the company's growth in the U.S., overseeing both their sales representative agencies, territory managers, and in-house sales service team. In his new position he will play a key role as part of the Executive Management Team, reporting directly to BEGA-US President, Don Kinderdick.

"I am delighted to welcome Michael to BEGA-US," Kinderdick said. "This is an exciting time, given both our strong growth and continued launch of BEGA and LIMBURG products, to bring an individual of his caliber on board. His unique and diverse sales background, coupled with his mentoring and team building skills are sure to be an invaluable asset in our long-term growth efforts and continued success."

BEGA

BEGA-US
1000 BEGA WAY
CARPINTERIA, CA 93013
[P] 805.684.0533
[F] 805.684.6682
WWW.BEGA-US.COM

"Throughout my career I have admired BEGA as a leader in design and quality; bringing to the market an uncompromising value that has always spoken to the needs of the specification community," Brunasso said. " I could not be more excited to be joining such a well-regarded and respected organization."

BEGA-US, a privately held company located in Santa Barbara, CA, is a recognized leader in the lighting industry, offering an array of outdoor and indoor lighting products with an emphasis on quality design, materials, innovation, and performance.

###

Dianne Armitage
BEGA-US
805.576.5133
darmitage@bega-us.com