



SWITCH Lighting Appoints EC Sykes as Chief Executive Officer

Clean energy veteran joins LED A-lamp innovator for the next phase of growth

March 26, 2013 – San Jose, CA: SWITCH® Lighting, makers of the only liquid-cooled LED replacement A-Lamps in true 40W, 60W, and 75W equivalents, today announced the appointment of EC Sykes as its Chief Executive Officer. Sykes is a seasoned technology executive with decades of experience transitioning startups and larger enterprise companies to their next phase of growth. Sykes replaces Tracy Bilbrough, who was instrumental in bringing SWITCH's unique LED A-lamps to market.

Most recently, Sykes served as Group President of Industrial and Emerging Industries at Flextronics, a \$30B Fortune 500 company focused on delivering complete design, engineering, and manufacturing services including their leading position in Clean Technology. He has extensive global experience in aggressive organic growth, mergers and acquisitions, and turnarounds for technology companies ranging from startups to Fortune 500.

"SWITCH has an opportunity to change the lighting solutions for the world in a way that no other company is able" said Sykes. "We put a lot of effort into creating a technology that is differentiated in the marketplace. We deliver the best quality, reliability, and performance of light because of our unique thermal management technology."

SWITCH recently added "Best of Innovations" award to its list of accolades at the Consumer Electronics Show in Las Vegas this year. The SWITCH100, a 100 watt-equivalent LED A-lamp, was also named a Semi-Finalist in the 2013 Edison Awards.

"I am committed to building on the legacy of great work and raising the awareness our award-winning product," said Sykes. "We appreciate the progress the team has made creating a first class product and look to build on it further. I feel strongly we are positioned to be the industry leader."

Sykes is a graduate of North Carolina State University and currently serves on the Board of Advisors for the Engineering and Computer Department. He held board positions at a regional hospital and is an active supporter of a number of charitable organizations.

SWITCH generated significant consumer and commercial demand by being the first manufacturer to announce a full line of LED A-lamps that serve as true replacements for conventional A-19 incandescents and CFLs. SWITCH A-lamps have the best thermal management in the industry due to their unique cooling technology, the LQD Cooling System™, which produces a warm, incandescent-quality light while consuming a fraction of the energy.

Because of LQD Cooling System, SWITCH will be the first company to release a 3-Way LED lamp. The bulb is the first and only 300/800/1100 lumen LED bulb for use in three-way lighting fixtures.



Caption: CEO of SWITCH Lighting, EC Sykes

About SWITCH Lighting™

SWITCH Lighting™ is dedicated to innovative design and technologies that create cost-effective, long-lasting, energy-efficient LED lighting solutions for consumers and businesses. SWITCH Lighting is backed by VantagePoint Capital Partners and supported by Cradle to Cradle® writer and sustainability expert Bill McDonough. The company is privately held (incorporated as Switch Bulb Company, Inc.) and headquartered in San Jose, California. For the latest information about SWITCH Lighting and SWITCH products, please visit <http://www.switchlightingco.com/>. Follow us on Twitter at: www.twitter.com/switchlightbulb or like us on Facebook at: www.facebook.com/switchlightbulbs.

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