

Halifax, Nova Scotia, Canada (January 14, 2013)

Lighting Industry Veteran Denis Lavoie Joins LED Roadway Lighting Ltd.



LED Roadway Lighting Ltd. (LRL) President and CEO, Charles Cartmill, is pleased to announce the appointment of Denis Lavoie as Director of Business Development – Canada, Mexico, and Central America.

Mr. Lavoie joins LRL with more than 22 years of experience in the sales and marketing of lighting products in Canada and international markets as Vice President, Sales & Marketing and in 2011 he advanced to Commercial General Manager, Philips Lumec and Philips Roadway Lighting.

Mr. Lavoie graduated from l'École Polytechnique de Montréal as an Industrial Engineer in 1990. He has been an active member of the Illuminating Engineering Society (IES) since 1991, and has chaired numerous committees at the local, regional and national levels. He also received two Presidential Awards for his work on the TM-15 (Luminaire Classification System for Outdoor Luminaires) and the MLO (Model Lighting Ordinance). After eight years on the Board, he also served as President of IESNA for the 2011–2012 term.

Company President and CEO Charles Cartmill commented, "Denis is a highly accomplished and respected individual in the lighting community, and his knowledge of the industry and clients will be a great asset to LRL. We are delighted that he has joined our rapidly growing company, and look forward to benefiting from his years of experience."

About LED Roadway Lighting Ltd.

LED Roadway Lighting Ltd. (LRL) is a leading designer and manufacturer of LED (light-emitting diode) based street and area lighting fixtures and control systems. LRL is headquartered in Halifax, Nova Scotia, Canada, with primary manufacturing located in Amherst. LRL also has manufacturing capabilities in the US (North Carolina) and the UK (Wales). LRL offers a complete range of LED based street and area lighting fixtures that meet or exceed IES (Illuminating Engineering Society), CIE (Commission Internationale de L'Eclairage) and IDA (International Dark Sky Association) requirements. LRL's products are RoHS compliant (free of lead and mercury), provide energy savings of up to 80% and substantially reduced maintenance costs. LRL currently has more than 300 municipal, utility, and commercial clients in more than 25 countries. For further information please visit our website www.ledroadwaylighting.com.

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