



FOR IMMEDIATE RELEASE:

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Adrian Howitt Joins Fluxwerx as RSM

Vancouver, BC, March 6, 2013 - Fluxwerx Illumination announced today the appointment of Adrian Howitt as Regional Sales Manager.

Adrian brings nearly twenty years of successful sales and management experience in the lighting industry, most recently as International Specification Sales Manager for Targetti Poulsen and formerly as RSM for Philips Ledalite. Mr. Howitt has also held senior technical sales positions at Specified Lighting Systems, a large manufacturer's agent, and has experience in the wholesale and retail lighting environments.

Adrian's role at Fluxwerx will be to drive specification sales efforts and agency relationships as the company enters a rapid growth phase in the U.S. and Canada. In his new position he will play a key role as part of the Management Team, reporting directly to the President, Tim Berman.

"I am delighted to welcome Adrian to Fluxwerx," Berman said. "Given both our strong market interest and the impending launch of our first products, this is an exciting time to bring an individual of his caliber on board. In addition to being located in New York City which is central to the large East coast specification community, Adrian's diverse sales background coupled with his experience and relationship building skills are sure to be invaluable assets in our long-term growth efforts and continued success."

"Throughout my career I have always associated myself with industry leaders in performance, design and quality; bringing to the market an uncompromising value that has always spoken to the needs of the professional specification community," said Howitt. "I could not be more excited to be joining such a well-regarded and respected veteran team of innovators."



Fluxwerx, a privately held company located in Vancouver, Canada, produces indoor LED lighting products with an emphasis on design, innovation, quality and performance.

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