

**FOR IMMEDIATE RELEASE:**

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**Kevin Rose, Western Regional Sales Manager for WE-EF LIGHTING USA**



**Warrendale, PA – June 27, 2013 - WE-EF LIGHTING USA**, a leading international manufacturer of Performance Exterior Lighting based in Warrendale, PA, announces the hiring of Kevin Rose in the position of Western Regional Sales Manager, effective June 3, 2013. WE-EF is enthusiastic about Kevin's technical and sales abilities and previous experience working for WE-EF Australia. Based in Boulder, CO, Kevin will be responsible for the Western USA and Canada.

“Kevin’s proven professional sales management credentials, coupled with his in-depth understanding of the WE-EF brand, bring excitement to the WE-EF program. He has the knowledge and enthusiasm needed in the fast paced solid state LED environment,” says David Nolfi, Managing Director for **WE-EF LIGHTING USA**.

Kevin has promoted WE-EF's products for Road Shows and is well acquainted with the WE-EF brand and product line. His role in WE-EF USA will be a natural transition from his work for WE-EF Australia. For over six years he held the Marketing Manager position in Australia. Additionally, he is experienced working in the American market. Kevin's impeccable knowledge of emerging LED technology and control systems will be invaluable to WE-EF USA.

Nolfi stated, “I have known Kevin for some six years now, and I am particularly impressed with Kevin’s personal skills. He is adept at handling the complexities of the North American lighting market. Kevin will be invaluable in educating specifiers and sales representatives alike on WE-EF’s proven technologies. Kevin’s knowledge of the changing dynamics in the industry will be vital as WE-EF continues to launch many new and innovative LED products in North America.”

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Learn more about WE-EF by visiting [www.we-ef.com](http://www.we-ef.com).

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