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Energy Focus, Inc. Appoints Larry Fallon as Senior Vice President of Sales and Marketing

Experienced Sales Leader in LED Lighting and Controls Industries Chosen to Lead Implementation of Sales Strategy

SOLON, Ohio, May 02, 2017 (GLOBE NEWSWIRE) -- Energy Focus, Inc. (NASDAQ:EFOI) a leader in energy-efficient LED lighting technologies, today announced the appointment of Larry Fallon as its Senior Vice President of Sales and Marketing. Fallon, with extensive leadership experience in LED lighting, controls and the Internet-of-Things (IoT), will be responsible for overseeing the company's sales, marketing, and customer experience operations.

"We are thrilled to have Larry join our team," said Dr. Ted Tewksbury, Chairman, President and Chief Executive Officer. "Larry is a respected and award-winning sales leader with a proven track record of building world-class sales teams and driving revenue growth for companies in the LED lighting and lighting controls industries. We look forward to leveraging Larry's market knowledge and our innovative LED lighting technologies to drive revenue growth and increased penetration of our target markets."

Fallon is a lighting and controls industry professional with over thirty years of experience, most recently serving as Vice President of Sales at CIMCON Lighting where he built and led the company's network of direct sales, agents, representatives and distributors. Prior to CIMCON, Fallon served as Vice President of Sales at Sensity Systems where managed the transformation of the company from traditional lighting to networked lighting and data. Before that, Larry held positions as Vice President of Sales at ETi Solid State Lighting and Regional Sales Manager at Lighting Science Group and Acuity Lighting. He previously spent ten years in a variety of sales management positions at Osram-Sylvania, where, among many notable achievements, he was named National Sales Manager of the Year in 2002. Larry earned his BA in Business Administration from Wittenberg University in Springfield, Ohio.

About Energy Focus

Energy Focus is an industry-leading innovator of energy-efficient LED lighting technology. As the creator of the first, and so far only, UL-verified low-flicker LED products on the U.S. market, Energy Focus products provide extensive energy and maintenance savings, and aesthetics, safety, health and sustainability benefits over conventional lighting. Our customers include U.S. and foreign navies, U.S. federal, state and local government, healthcare and educational institutions, as well as Fortune 500 companies. Energy Focus is headquartered in Solon, Ohio.

Contact:

Energy Focus, Inc.
(440) 715-1300
ir@energyfocus.com

Darrow Associates, Inc.
Peter Seltzberg, Managing Director
(516) 419-9915
pseltzberg@darrowir.com