

## **Famed Las Vegas New York-New York™ Hotel and Casino Glows Anew Under Energy Focus Energy Efficient LED Lighting**

SOLON, Ohio, January 14, 2009-- Energy Focus, Inc. (Nasdaq: EFOI), the global leader in energy-efficient lighting technologies, announced today that the famed New York-New York Hotel and Casino has installed Energy Focus lighting systems to update the casino's exterior appearance .



“The New York-New York Hotel and Casino is a landmark in Las Vegas and we are proud to be part of its lighting renovation,” said Joe Kaveski, CEO of Energy Focus, Inc. “While we often stress the great energy efficiency of our products, they also create beautiful lighting effects, especially for architectural applications. Guests can expect to see some spectacular lighting, while the hotel can expect to see less than a third of the energy costs.

In addition the hotel can expect significantly reduced maintenance costs due to the extremely long life of our LED systems.”

New York-New York Hotel and Casino is built after its name patron, the city of New York, NY. Its architecture creates an impression of the New York City skyline and its interior design brings its guest into the heart of the city that never sleeps. The hotel includes several towers configured to resemble New York City skyscrapers, including the Empire State Building and the Chrysler Building. Outlining the buildings are side-emitting fibers driven with Energy Focus' energy efficient LED e-Luminators™ to illuminate the facades at night.

Energy Focus' unique and energy efficient lighting systems are a key part of the hotel's lighting revitalization. Fiberstars, Energy Focus' architectural lighting division, worked closely with the hotel and ultimately installed the LED e-Luminators to create beautiful and dramatic effects. All together, Energy Focus installed more than 450 color programmable high brightness LED lighting systems to create the unique outline.

### **About Energy Focus**

Energy Focus, Inc. is the leading supplier of energy solutions and the world's only supplier of EFO®, a lighting technology that is more efficient than conventional electric lamps. Energy Focus products are designed, manufactured and marketed for the commercial lighting, sign and swimming pool, and spa markets. Energy Focus solutions provides energy savings, aesthetic, safety and maintenance cost benefits over conventional lighting. Customers include supermarket chains, retail stores, museums, theme parks and casinos, hotels, swimming pool builders, spa manufacturers and many others. Company headquarters are located at 32000 Aurora Rd., Solon, OH 44139. The company has additional offices in Pleasanton, CA, United Kingdom and Germany. For more information, see

<http://www.energyfocusinc.com>.

Forward-looking statements in this release are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements include statements regarding the business outlook for 2008 and thereafter the potential growth of EFO sales based upon its energy savings over conventional lighting. Investors are cautioned that all forward-looking statements involve risks and uncertainties. Actual results may differ materially from the results predicted. Risk factors that could affect the Company's future include, but are not limited to, a slowing of the U.S. and world economy and its effects on Energy Focus' markets, failure to develop marketable products from new technologies, failure of EFO or other new products to meet performance expectations, higher than anticipated expenses, unanticipated costs of integrating acquisitions into the Energy Focus operation, delays in manufacturing of products, increased competition, other adverse sales and distribution factors and greater than anticipated costs and/or warranty expenses. For more information about potential factors that could affect Energy Focus financial results, please refer to the Company's SEC reports, including its Annual Reports on Form 10-K and its quarterly reports on Form 10-Q. These forward-looking statements speak only as of the date hereof. Energy Focus disclaims any intention or obligation to update or revise any forward-looking statements.