

Energy Focus, Inc. Names Seasoned Energy Solutions Executive Gerrit Reinders as Vice President of Sales

SOLON, Ohio, Jan. 20 /PRNewswire-FirstCall/ -- Energy Focus, Inc. (Nasdaq: EFOI), the global leader in energy efficient lighting technology solutions, is pleased to announce the appointment of Gerrit Reinders as Vice President of Sales, effective immediately. Mr. Reinders will report directly to Energy Focus' CEO Joseph Kaveski.

As Vice President of Sales, Mr. Reinders will be responsible for directing and expanding Energy Focus' new Lighting Solutions Sales organization.

"I am pleased and excited that Gerrit has accepted the leadership of our new Solutions Sales organization," said Joseph Kaveski, CEO of Energy Focus, Inc. "Gerrit has a proven track record of building large and profitable energy solutions businesses driven by aggressive sales and marketing efforts. For Energy Focus, bringing this depth of strategic knowledge and tactical experience to the company's suite of sustainable lighting solutions is the next logical step in our development. By squarely focusing on sales, Gerrit will position Energy Focus for dynamic growth."

"Energy Focus is uniquely positioned to take advantage of the global need for sustainable energy solutions," said Joseph Kaveski. "With the company's list of highly energy efficient LED and HID lighting systems, Energy Focus has a broad offering of proven technologies and a range of products that already exceed the US government's lighting mandates for 2020. These products are saving many customers energy, money, and time today, and are environmentally friendly as well. Gerrit is exactly the right person to engage Energy Focus into the global market opportunity, afforded by these technologies. He has accepted the challenge to aggressively accelerate Energy Focus' revenue and earnings growth by emphasizing the marketing and sales of self funding and sustainable energy solutions."

Gerrit Reinders has a distinguished 23-year career in sales and sales management in the energy management industry. Mr. Reinders has held many corporate and field positions with the world's foremost energy service providers. His most recent position was that of Director, Global Energy and Sustainability Programs.

Mr. Reinders holds a B.S. in Mechanical Engineering from Marquette University and an M.B.A. from Keller Graduate School of Management.

About Energy Focus, Inc

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 and swimming pool 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 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. 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.

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