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**FOR IMMEDIATE RELEASE****Lighting Visionary Jeff Parker Joins Luminii as Chief Executive Officer**

**May 20<sup>th</sup> 2019, Niles, Ill.** – Luminii, an industry-leading manufacturer of specification grade architectural LED lighting systems, announced the appointment of Jeff Parker as the company’s new Chief Executive Officer. A distinguished lighting executive and respected business leader, he will leverage his deep and fundamental knowledge of complex LED technology ecosystems, global markets, and product innovation to further elevate the company and drive its next phase of growth.

“Jeff is an exceptionally talented leader with a long history of driving growth and innovation at leading LED technology companies,” said Laurentiu Vlad, Founder and President of Luminii.

Prior to joining Luminii, Parker spent nearly 30 years managing companies in the display, LED, medical, and lighting markets. He previously served as CEO of Soraa, President of Rambus Lighting & Display Business, and CEO of Global Lighting Technologies. He has a proven track record of driving growth and market leadership by bringing innovative lighting products to market. It is this experience that has earned Parker more than 200 granted patents covering inventions in LEDs, displays, fiber optics, micro-optics, general lighting, and other optoelectronics applications.

“Jeff is a successful entrepreneur, proven thought leader and pioneer in the LED and optical space,” said Tim O’Keefe, Vice President of Luminii. “We’re excited to have him lead Luminii into next chapter.”

“I am thrilled to join the Luminii team,” said Jeff Parker after being named the company’s new CEO. “Laurentiu has done a great job building and positioning Luminii for long-term growth and success, and I look forward to being a part of this exciting journey.”

Luminii Founder and President, Laurentiu Vlad, will maintain his role with a focus on product development to continue the company’s mission of enhancing architecture by delivering high-performance, high-color lighting products in a simply brilliant way.

About Luminii, LLC.

Luminii is an industry-leading, specification-grade LED lighting manufacturer on a mission to enhance architecture by delivering high-performance products in a simply brilliant way. We bring unique visions to life through highly modifiable solutions driven by innovation and delivered with simple processes from specification through installation. Whether you’re an architect, designer or contractor, we’re committed to delivering premium lighting products and an experience that’s efficient, positive and memorable.

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