

Energy Focus, Inc. to present at Roth's 23rd Annual OC Growth Stock Conference

SOLON Ohio, March 10, 2011 – Energy Focus, Inc. (NASDAQ: EFOI), a leader in providing energy efficient lighting solutions, today announced it will present at Roth Capital Partners' 23rd Annual OC Growth Stock Conference in Dana, California on Wednesday March 16th at 1:00 PM. For more information and a complete agenda please visit Roth's web site here: <http://www.roth.com/main/Page.aspx?PageID=7236>

ROTH is a privately owned firm that has built a culture of success and innovation. In the 1990's ROTH participated in underwriting IPOs for small-cap companies. As this market changed, ROTH helped develop the PIPE (private investment in public equity) financing structure. ROTH was one of the first U.S. investment banks to focus on financing small-cap Chinese companies, and established a Representative Office in Shanghai in 2007 and a Hong Kong (Limited) Office in 2010.

The three-day conference brings together executives from over 430 growth companies including 100 Chinese companies and 135 Healthcare companies. The event is designed to provide investors with a unique opportunity to gain insight into small and mid-cap growth companies across a variety of sectors, including energy, software, technology, industrials, healthcare, media, consumer and retail.

Joe Kaveski, Energy Focus CEO, commented: "We're excited to be part of this year's conference. With the exceptional line up of companies there are sure to be remarkable presentations, engaging Q&A sessions and expert panels that we will participate in."

About Energy Focus, Inc.

Energy Focus, Inc. is a leading provider of energy efficient LED lighting products and turnkey energy efficient lighting solutions, holding 74 relevant lighting patents. Our solutions provide energy savings, aesthetics, safety and maintenance cost benefits over conventional lighting. Our long-standing relationship with the U.S. Government includes numerous research and development projects for the DOE and DARPA, creating energy efficient LED lighting systems for the U.S. Navy fleet and the next generation Very High Efficiency Solar Cell. Company headquarters are located in Solon, OH, with additional offices in Nashville, TN, Pleasanton, CA, and the United Kingdom. For more information, see 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 our future business outlook, our products, our solutions, and our work with leading customers including governmental agencies. 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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