

## Energy Focus, Inc. achieves important DesignLights™ Consortium Listing



SOLON, Ohio, October 24, 2011 -- Energy Focus, Inc. (Nasdaq: EFOI) a global leader in energy-efficient lighting technologies, announced that it has achieved DesignLights Consortium (“DLC”) listing for its LED Retrofit Kit qualifying it for energy use reduction rebates offered by member utilities. With Energy Focus’ LED retrofit kit energy use can be reduced drastically. For example, when used to replace HID bulbs in existing building “Wallpack” fixtures energy savings can exceed 180 watts.

“Being DLC listed qualifies our customers for rebates from member utilities as well as from many non-member utilities who consider DLC listings a qualifier for their rebate programs,” said Julia Dolsen, Marketing Manager of Energy Focus, Inc. “Rebates can make all the difference for a customer,” Mrs. Dolsen continued. “In some cases a rebate can be large enough to pay for the LED Retrofit Kit.”

Joe Kaveski, Energy Focus’ CEO commented: “DLC listing recognizes the important economic value Energy Focus LED lighting products bring to our customers. Energy Focus LED products are not only “Military Tough” as evidenced by our recent contract to begin relighting the military fleet, they also make sound economic sense”

Energy Focus’ LED Retrofit Kit utilizes a single Bridgelux high output LED array in combination with EFOI’s patented heat dissipation system. It can be used to retrofit a multitude of existing fixtures including Wallpack luminaires used to illuminate building facades, “Shoebox” fixtures found in Gas stations canopies as well as overhead parking garage fixtures.

### About the DesignLights Consortium

The DesignLights Consortium is a collaboration of utility companies and regional energy efficiency organizations committed to raising awareness of the benefits of efficient lighting in commercial buildings. For additional information see <http://www.designlights.org/>.

### About Bridgelux

Bridgelux is a leading developer and manufacturer of technologies and solutions transforming the \$40 billion global lighting industry into a \$100 billion market opportunity. Based in Livermore, California, Bridgelux is a pioneer in solid state lighting (SSL), expanding the market for light-emitting diode (LED) technologies by driving down the cost of LED lighting systems. Bridgelux’s patented light source technology replaces traditional technologies (such as incandescent, halogen, fluorescent and high intensity discharge lighting) with integrated, solid state lighting solutions that enable lamp and luminaire manufacturers to provide high performance and energy-efficient white light for the rapidly growing interior and exterior

lighting markets, including street lights, commercial lighting and consumer applications. With more than 550 patent applications filed or granted worldwide, Bridgelux is the only vertically integrated LED manufacturer and developer of solid state light sources that designs its solutions specifically for the lighting industry. For more information about the company, please visit [www.bridgelux.com](http://www.bridgelux.com).

### **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. Customers include supermarket chains, the US government, state and local governmental agencies, retail stores, museums, theme parks and casinos, hotels, swimming pool builders and many others. 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](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. 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.

#### Media Contact:

Energy Focus, Inc., Public Relations Office  
(440) 715-1295  
[pr@energyfocusinc.com](mailto:pr@energyfocusinc.com)

#### Investor Contact:

Brion Tanous  
CleanTech IR, Inc.  
310-541-6824  
[btanous@cleantech-ir.com](mailto:btanous@cleantech-ir.com)