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**Energy Focus, Inc. Launches New, Visitor-Friendly Website**

Updated internet presence highlights breadth of products and sustainability

SOLON, Ohio, May 26, 2008-- Energy Focus, Inc. (Nasdaq: EFOI), the global leader in energy-efficient lighting technologies, today launched the company's new and updated website, [www.energyfocusinc.com](http://www.energyfocusinc.com). The new site, which features many product application images and gives visitors a visual image of Energy Focus's unique vision of sustainable lighting, is designed as a gateway to the company's full breadth of energy efficient lighting solutions.

"This new internet portal is a key piece of our global marketing strategy," said Joseph Koveski, CEO of Energy Focus, Inc. "It will provide the information and insight our customers and potential customers need to make informed decisions about our lighting products. Further, it will be a great resource for our sales teams in the field, helping to drive growth through an aggressive marketing plan."

"Energy Focus is a global company, and our website is often the first point of contact for potential customers around the world," said Julia Dolsen, Marketing Manager for Energy Focus, Inc. "We designed the new site to be much more user friendly, more intuitive, and easier to navigate, creating a user experience that is relevant, informative and focused on key product groups and core customers."

"This was a full-team effort," added Julia Dolsen. "From the front office and the R&D lab to the boardroom and the sales team, the entire Energy Focus family came together to create this site. We are very proud of the result."

Among its primary goals, the new website emphasizes the company's commitment to sustainability, and features Energy Focus's innovations in energy efficiency and environmental savings. Savings calculators and other interactive features are built-in to help visitors quickly understand the benefits of Energy Focus solutions. And visitors can quickly navigate to key areas of interest, with special sections devoted to grocery, military, retail, museum and commercial building solutions.

The Energy Focus website can be found [www.energyfocusinc.com](http://www.energyfocusinc.com).

**About Energy Focus, Inc.**

Energy Focus, Inc. (NASDAQ: EFOI), designs, develops, manufactures and markets lighting systems for wide-ranging uses in both the general commercial and the pool and spa lighting markets. Energy Focus EFO® systems offer energy savings, heat dissipation and maintenance cost benefits over conventional lighting for multiple applications. The Company's headquarters are located at 32000 Aurora Rd., Solon, Ohio. The Company has additional offices in California, the United Kingdom, and Germany. Telephone: (440) 715-1300. 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. Such forward-looking statements include statements regarding the business outlook for 2008 and thereafter, future pool market sales, and the potential growth of EFO sales based upon its energy savings over halogen and fluorescent lights. 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 economies and its effect on Energy Focus' markets, failure to develop marketable products from new technologies, failure of EFO or other new products to meet performance expectations, 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 which could affect Energy Focus financial results, please refer to the Company's SEC reports, including its Annual Report on Form 10-K for the year ended December 31, 2007, 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.