

**FOR IMMEDIATE RELEASE**

**Industry Leader joins Mundo Illumination as VP of Marketing and Business Development**

**Somerset, NJ – November 18th, 2009** –Mundo Illumination LLC announced today that CLARA POWELL has joined the Company as its new Vice President of Marketing and Business Development. Ms Powell will be focusing on expanding the growing business momentum that Mundo Illumination has enjoyed in the area of white LED lighting for the Architectural Market. Ms Powell brings over 20 years of Architectural lighting and LED fixture experience and will drive Mundo’s goal to offer innovative quality white LED lighting to the Architectural Market.

Prior to joining the Mundo Illumination management team, Ms Powell served as Vice President of Marketing and Business Development for Eden Park Illumination. Prior to joining Eden Park, Ms Powell spent thirteen years with Philips, where she held regional and national positions, including Senior Market Manager in Philips Color Kinetics Solid State Lighting Division. Ms. Powell has held management roles in both strategic marketing and national sales, including leading teams driving LED transformations in the Architectural Lighting market. She was instrumental in growing Philips’s entry in to the solid state lighting fixture market in North America. Ms Powell began her career in lighting as a Lighting Designer working for prominent firms in New York City. She holds a Masters Degree from Pratt Institute and is a past president of the IES New York section.

“Clara brings with her a wealth of experience in the industry and importantly tremendous respect from the lighting community. Having worked with Clara over many years , I know that Clara’s experience and relationships in the lighting industry will provide Mundo Illumination with a respected leader to drive our lighting business in North America,” stated Frederik Hoffmann, General Manager of MCI. “Clara’s unique combination of lighting design experience, together with her in depth knowledge of LED technology makes her a perfect fit for our organization. She is one of the most respected lighting professionals in the industry having worked in Philips for many years and her experience in a lighting start up will bring exactly the leadership we need. We are thrilled to welcome her to our team,” concluded Frederik Hoffman.

**For further information please contact:**

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**About Mundo Illumination LLC.**

Mundo Illumination is a leader in uniquely offering solid state white lighting technology for the architectural lighting market and is committed to simplifying the LED experience. Based on a global platform of white light simplicity the company offers advanced digital lighting technology and sells its products through its commercial partners. Mundo Illumination believes that Innovation applies to all aspects of products and services, impacting the entire life cycle of the product, all processes and interaction with customers. The Company is headquartered in New Jersey, and is an affiliate of the MCI Group, with offices in Europe, China and the Middle-East. More information is available at [www.mundoillumination.com](http://www.mundoillumination.com).

