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LIGHTING INDUSTRY VETERAN GEORGE C. BOSSON JOINS TECH LIGHTING

Skokie, Ill., April 3, 2014—George C. Bosson, a veteran architectural lighting executive, has joined Tech Lighting, an award-winning, industry leader offering a full complement of modern and innovative luminaires for residential and commercial applications.

In the newly created role of Director of Architectural Lighting, Bosson will be responsible for working with Tech Lighting's sales team and rep agencies to help educate key specifiers on the brand's growing portfolio of specifier-grade products. He'll also collaborate with the sales and marketing teams to develop best-in-class training and sales tools along with Tech Lighting designers and engineers to pioneer innovative products that meet the stringent demands of an ever-changing and complex industry.

According to Tech Lighting president Josh Weiss, Bosson's addition to the company is a "remarkable" fit. "As we've evolved our company over the past several years, we've gained a tremendous appreciation for the performance of light. George has a deep and passionate understanding for the interplay between light and space and will help us write our next chapter. We also have a shared vision for the unique opportunities that lie ahead."

In 2001, Bosson founded a light architectural lighting and became Director of a light and VP of Sales and Marketing for parent company Amerillum. There, he directed luminaire designs and managed the sales organization. He and his team were recognized with multiple honors including three "Good Design" Awards and "Best Product of the Year" by *Interior Design* magazine.

Bosson's professional background began in 1989 as the controller of Lighting Quotient's elliptipar Architectural Lighting where he had originally planned to apply his MA in Organization Development. There, he was influenced by founder Sylvan Shemitz, a legendary pioneer of asymmetric lighting. Bosson was promoted to Chief of Operations at elliptipar, and later joined LAM Lighting as General Manager. According to Bosson, at LAM he found another mentor in Bill Lam, who solidified his absolute dedication to beautiful lighting design and his decision to alter his professional path.

Bosson lives in Dana Point, California with his wife Rosemarie Allaire who is a lighting designer, an award winning member of IALD and who shares George's fervor for the power of light.

About Tech Lighting

Tech Lighting offers decorative and architectural lighting brands including Tech Lighting and ELEMENT. Known for its sophisticated, modern designs combined with the latest advancements in lighting technology and expert craftsmanship, the company offers a wide variety of product categories such as specification-grade downlights, low-voltage and line-voltage pendants, wall sconces, ceiling fixtures, flush mounts, suspension pieces, bath bars, and LED undercabinet, display and cove lighting with its Unilume line. Tech Lighting has been a premier choice of architects, specifiers, lighting designers, interior designers and homeowners since 1988. Tech Lighting's products can be found in lighting retailers and through sales representatives across North America. For detailed product information, visit www.techlighting.com or www.element-lighting.com, and for news and decorating ideas, go to www.facebook.com/techlighting, www.pinterest.com/techlighting and www.houzz.com/pro/techlighting.

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