



FOR IMMEDIATE RELEASE

Luminus Appoints David Rubin Director of Sales for North America

Rubin brings a history of significant growth and leadership in LED sales

Billerica, MA, October 17, 2011—[Luminus Devices, Inc.](#), the leader in Big Chip LED™ technology, today announced David Rubin has been appointed Director of Sales for North America. Mr. Rubin assumes the leadership role in managing sales for direct and distribution customers in the markets served by Luminus. These LED markets include general lighting, entertainment lighting, displays & signage, and ultra-violet applications.

Rubin joins Luminus from Everlight Americas where he served as President, significantly growing sales in the evolving LED market. He has also held the position of Senior Vice President, Sales and Marketing, at Brinkman Corporation where he led the consumer and commercial portable LED lighting business. Prior to Brinkman, Rubin served with Lighting Science Group developing and delivering innovative LED products to market.

David Rubin holds a B.A. from the University of Texas at Austin, and an executive M.B.A. from the University of Texas at Dallas. He is a member of the Illuminating Engineering Society.

About Luminus Devices

Luminus Devices, Inc. develops and manufactures high-performance, solid-state light sources. Luminus' Big Chip LEDs™ are engineered for a variety of markets including projection display, indoor and outdoor general lighting, entertainment and medical lighting plus ultraviolet applications. Corporate headquarters and primary manufacturing facilities are located near Boston, Massachusetts, U.S.A.

For more information, visit www.luminus.com

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