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VERILUX® APPOINTS JIM CARR TO VICE PRESIDENT OF SALES

WAITSFIELD, VT (September 14, 2009) – Verilux®, a leader in healthy lighting products announces the appointment of Jim Carr to Vice President of Sales. In this newly formed position, Mr. Carr will oversee the company’s growing organization of sales representatives and report to the company’s president, Nicholas Harmon.

“We’re excited to welcome Jim on board our growing team of seasoned and talented sales and marketing staff,” says Mr. Harmon. “Jim’s sales expertise and strong relationships with national chain and mass merchant retailers will be instrumental in helping us continue to grow our business.”

Prior to joining Verilux, Mr. Carr was the National Accounts Manager at Philips, where he achieved extensive new distribution for multiple product categories. In addition to his five-year tenure at Philips, Mr. Carr’s 16-year sales background includes positions with Lexmark and Power Sentry.

“We’re confident that Jim’s sales leadership will not only rapidly increase our brand’s channels of distribution, but also focus retailers’ and consumers’ attention to this burgeoning category of lifestyle products offering enhanced health and wellness through the power of light.”

For further information about Verilux, please visit www.verilux.com, <http://www.verilux.com/>, or call toll-free 1-800-454-4408.

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Founded in 1956, Verilux Inc., the “Healthy Lighting Company,” designs and manufactures environmentally friendly lifestyle products utilizing Natural Spectrum® lighting technology to improve people’s vision, well being, and environment. A pioneering company in light technology products for healthy living, Verilux offers a wide range of high quality home, office, travel and skincare products engineered to improve reading, help alleviate the symptoms associated with Seasonal Affective Disorder (SAD), aid sleeping, sanitize surfaces without the use of chemicals, and beautify the skin. Best-selling products include the expanding Verilux HappyLight® series for light therapy, and Verilux CleanWave® UV-C Sanitizing Wands and Toothbrush Sanitizer for chemical-free sanitizing of various surfaces from harmful bacteria, viruses – including H1N1 and MRSA – dust mite and flea eggs. The name Verilux comes from Latin and means “true light.”

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