



we-ef

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MARKET ANNOUNCEMENT

Date: February 10, 2014

Dear Lighting Professional:

WE-EF LIGHTING USA, a leading developer and manufacturer of 'performance' exterior luminaires with superior optical systems, is pleased to announce to the market that, **Stan Deutsch Associates (SDA)** has been appointed the WE-EF sales representative for New York City market, effective January 1, 2014:

SDA has been a long time leader in the New York City Metro area, dedicated to representing specification-focused lighting manufacturers, and I am personally pleased with this partnership.

Thank you.

Best regards,

David R. Nolfi
Managing Director

we-ef

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