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Orion Energy Systems Sets New Standard for Exterior LED Lighting Market with Introduction of New Modular Products

Company Begins to Roll Out New Branding Initiative At Annual Sales Summit

MANITOWOC, Wis.--(BUSINESS WIRE)-- Orion Energy Systems, Inc. (NYSE MKT: OESX) ("Orion" or the "Company"), a leading designer and manufacturer of energy management systems consisting primarily of high-performance, energy-efficient lighting platforms, today announced the Company's entry into the exterior lighting market through the official launch of a suite of new exterior LED lighting products.



The ISON LED Exterior Area Fixture (Photo: Business Wire)

Orion estimates its market for exterior fixtures to be approximately 53 million across the United States.

The product launch includes LED retrofit solutions for pole-mounted and wall-mounted area lighting applications most commonly found in commercial, industrial, and retail markets. Orion's flagship exterior products, the ISON LED Area Light and the ISON LED Wall Pack, were both featured at Orion's Annual Sales Summit this week (October 13th - 14th). The fixtures remained on display and were featured in demonstrations to an audience of over 250 partners, representing 80 different companies from Orion's reseller network from across the country.

Orion began accepting pre-orders for the new exterior products during the Sales Summit and expects to begin shipping orders and recording revenues by its fourth fiscal quarter.

Management Commentary

John Scribante, Chief Executive Officer of Orion stated, "We are very excited to introduce Orion's breakthrough ISON Exterior LED fixtures to the market, which we feel is a game-changing initiative for the Company. This is a sizable addressable market with minimal LED adoption, which presents an incredible opportunity for Orion to offer Best in Class solutions to companies in the retail and commercial space. These products can easily and cost-effectively retro-fit current retail and commercial facilities, and also can be installed in new construction to provide optimal lighting performance and energy efficiency. We believe the recent expansions of our product portfolio will allow Orion and our resellers to win more business by offering an assortment of lighting options in addition to the market's fastest delivery and turnaround."

Mr. Scribante continued, "We were overwhelmed by the response from our reseller network during Orion's Annual Sales Summit, which included a record number of attendees travelling from all across the U.S. During the Summit we began to unveil elements of Orion's re-branding initiative, which included a new look and feel for the Company. Over the past year we have worked hard to re-engage and expand our reseller network, and now are beginning to provide them with industry-leading products to sell to their customer base. Many attendees placed orders at the Summit, and we expect that this network will be a principle driving factor in Orion's growth in the months and years ahead."

New Product Description

The patent pending ISON LED Exterior Area fixture offers a full package of premium features including optics that far exceed competitors in terms of lumen package, delivered light, modularity, advanced thermal management, and a vast amount of accessory options such as ambient sensors and fixture color.

Highlights of the ISON LED Exterior Area fixture include:

- A modular design that allows a full range of performance needs which are configurable from 8,000 lumens of output to 33,000 lumens.
- Die-cast aluminum alloy housing, unique array spacing, and particular board design that maximizes thermal and optical performance while delivering a fixture life of over 125,000 hours.
- 3rd party auxiliary solutions are directly compatible with the ISON fixture such as motion and ambient sensors, security cameras, and more.

Orion also released the ISON LED Wall Pack, a wall mounted fixture to compliment the ISON LED Area Light. The ISON line of exterior products is available in the 5000 degree Kelvin color temperature, and compatible with all brackets from Orion's line of exterior mounting hardware.

The Company has also released additional exterior LED lighting fixtures under its Apollo brand. The Apollo LED Exterior Area Light and Apollo LED Wall Pack were designed to meet the market demand for a long life exterior product. The exterior products within the Apollo line are ideal for new construction and restoration projects where initial cost is the largest factor in the purchase decision. Orion created light-weight aluminum fixtures compatible with Orion's existing exterior bracket hardware suite. All of the new fixtures offer an array of different accessories, lumen packages, and optical distributions.

Information and photos of the Company's products can be found at Orion's website, www.oesx.com.

About Orion Energy Systems

Orion (NYSE MKT: OESX) is leading the transformation of commercial and industrial buildings with state-of-the-art energy efficient lighting systems. Orion manufactures and markets a cutting edge portfolio of products encompassing LED Solid-State Lighting, high intensity fluorescent, and smart controls. Orion's 70+ patents held or pending provide unparalleled optical and thermal performance, which drive financial, environmental, and work-space benefits for a wide variety of retrofit markets.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141016005177/en/>

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