

# Salima Benchoukroun

\* Public Relations \* Marketing Communications \*

50-42 69<sup>th</sup> Street  
Woodside, NY 11377  
Phone: (312) 242-1837  
Cell: (386) 314-4613  
Email: mailsalima@yahoo.com

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**FOR IMMEDIATE RELEASE**

## **LUMITEC EXPANDS EXECUTIVE TEAM; APPOINTS NEW DIRECTOR OF MARKETING**

**DELRAY BEACH, Fla. – May 14, 2009** – Lumitec, a designer and manufacturer of marine LED lighting solutions, announced today the appointment of Alexandra L. Bader as director of marketing. Bader brings 17 years of experience in sales, marketing and customer relationship building.

“We recognized immediately that Alex would be a great asset to both Lumitec and our customers,” said Lumitec Founder and President John Kujawa. “She’s both an avid boater and a seasoned industry professional. This winning combination enables her to insightfully understand our OEM customers’ needs, both in terms of product evaluation and end-user satisfaction.”

In her new position, Bader will oversee U.S. and international marketing efforts. She is also tasked with ensuring that customers, new and old, remain pleased with the level of service, attention and support they have enjoyed to date.

“I am honored to join Lumitec’s very talented team”, said Bader. “I have watched several new companies foray into this field only to fall victim to technological challenges. Lumitec’s engineering abilities are impressive. Its new accounts to date, driven by its strong proprietary technology base, portends a bright future for our team.”

“When we started out nearly two years ago, our primary objective was to build exciting products that would set the standard for technology, performance and value in marine lighting,” explains Kujawa. “Today, customer response indicates that we have greatly succeeded in that objective. Alex’s joining our team is a natural step in the rapid growth of our company.”

### *About Lumitec*

*Headquartered in Delray Beach, Fla., Lumitec offers a full range of highly configurable marine LED lighting solutions to easily create a consistent, distinctive look onboard. Lumitec LED fixtures are designed with an in-depth knowledge and understanding of the lights’ true expected life and use, combining cohesive functionality and style to guarantee superior, long-lasting products.*

*Lumitec’s design, testing, and manufacturing is done at the R&D headquarter offices in Florida. A 100,000-square-foot distribution and assembly center of Lumitec’s sister company is located in Warminster, Pa. Facilities include a full electrical lab; a rapid prototype lab with complete machine shop and extensive metal fabrication equipment; a salt-spray chamber; and UV exposure evaluation equipment; as well as water ingress evaluation tools.*

*For more information about Lumitec, please call John Kujawa at (561) 272-9840, ext. 151 or [jkujawa@lumiteclighting.com](mailto:jkujawa@lumiteclighting.com).*



**Marine Lighting Redefined**  
1450 SW 10<sup>th</sup> Street, Ste. 2  
Delray Beach, FL 33444  
Phone: (561) 272-9840  
[www.lumiteclighting.com](http://www.lumiteclighting.com)