



About ExeLED Holdings, Inc.

ExeLED Holdings, Inc. is a publically traded lighting fixture holding company, headquartered in Denver, Colorado, serving the North American market place. ExeLED is focused on growing and acquiring specialized lighting companies for the architecture and interior design markets for both commercial and residential interiors. Our creative lighting products include both conventional fixtures and advanced solid-state technology that can integrate with digital controls and daylighting to create energy efficiencies and a better visual environment. Our objective is to grow, innovate, and fully capture the rapidly growing lighting market opportunities associated with solid state lighting.

Type of Business

We seek to acquire manufacturers of high value-added engineered lighting products. Products need to have defensible differentiation either through product design, intellectual property, or manufacturing processes. We prefer companies that are market leaders in their respective markets or product areas and who have a significant portion of their lighting fixtures designed for solid state lighting.

Management

ExeLED seeks businesses that have strong management teams in place. Our operating philosophy is to let current management run the business as if they still owned it. We will assist by leveraging the opportunities to centralize certain operations (global sourcing, employee benefits, finance, etc.). Long-term financial incentives designed to encourage continued growth and profitability of the business are part of the acquisition package. The cultural fit of the top executives with ExeLED operating philosophy is one of the key factors in our decision making.

General Acquisition Criteria

ExeLED is seeking to acquire manufacturers of specialty lighting fixtures and related products for commercial, industrial, and residential applications, particularly those with LEDs that fit in the following criteria:

Standard Industrial Classification Codes:

3645 Residential Electric Lighting Fixtures

3636 Commercial, Industrial, and Institutional Electric Lighting Fixtures

Revenues: \$10 million - \$40 million

EBITDA: Greater than \$1,000,000 or a minimum of 10%

Geographic Focus: Preference for North American opportunities, will consider international opportunities

We expect that any business that we own will have pre-tax historical returns on invested capital in excess of 10 percent. Acquisitions should be accretive to cash earning from the outset, and be neutral to accretive to GAAP EPS within two years after acquisition.

Acquisition Process

ExeLED has a seasoned in-house executive team, who has run many building products companies over the past two decades. We are available to attend presentations and meetings on short notice. We can quickly generate Expressions of Interest or Letters of Intent. The target range is 60-90 days from the signing of a Letter of Intent to closing.

Contact Information:

Hal Hansen
CEO
ExeLED Holdings, Inc.
4885 Ward Road, Suite 300
Wheat Ridge, Colorado 80033

Tel: 720-361-2056
Fax: 720-963-8044

Thank you for your time and consideration.