



Texas Fluorescents Reinvented

October 8, 2018

Organization Announcement

I am very excited to announce the appointment of Neal Polaine, as our first Vice President of Sales. With our Saylite brand transition moving at full speed, our factory investments expanding our manufacturing capabilities in the US, and the advantages that we have now in pricing with the Trump Tariff's in full swing, it is the right time to add a senior executive to direct our sales efforts. Neal has a long history in the lighting industry, most recently with Con Tech Lighting. His knowledge of the commercial lighting business, the specification market place and the key players in the industry is vast. Neal has the entrepreneur, transparent, and "yes we can" attitude that fits with our culture but brings a professional, organized and service emphasis to sales management that is critical to our continued growth.

In today's fast changing lighting industry, Neal's proven track record managing, developing and executing a sales strategy that focuses on Sales Representatives will be crucial to take full advantage of our changing LED product line that now includes one of the most comprehensive line of linear channels for specification at value pricing. In addition to Neal's focus on our sales representatives and ensuring we have a strong partnership with them, Neal will work closely with Nikki Silva, Director of Customer Experience, to also formalize our quotations, inside sales and service activities.

Neal will be charged with building out our sales organization with regional sales directors and helping us grow in key verticals including national accounts, Esco's and government business requiring Made in USA products. With our www.saylite.com website receiving strong feedback, our aggressive pricing strategy in an environment of price increases and our X1LED product program exploding for stock and flow opportunities, Neal will help ensure the key decision makers are engaged with our Saylite brand and all our marketing programs.

Neal will join Mike Kwasiborski, VP of Operations, Travis Kirsch, CFO, and Shannon Kelly, VP of Technology, to continue the transformation to a credible lighting brand from the strong foundation that my dad, Larry Sayah, started over 54 years ago. Neal will work out of his office in the Chicago area and spend lots of time with our Sales Representatives and customers and in Dallas working with our inside teams.

Please assist me in welcoming Neal and offering your ideas and support. You can reach Neal at npolaine@saylite.com.

Sincerely,

A handwritten signature in black ink that reads "Jon R. Sayah" followed by a horizontal line.

Jon Sayah
President