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D.LIGHT DESIGN OPENS EAST AFRICA REGIONAL SALES OFFICE
Social Enterprise Expands to New Market of 150 M Off-Grid Customers

New Delhi, India, 4 February 2009 – D.light Design today announced the opening of a new regional sales office in Tanzania, East Africa, expanding the company’s operations to span three continents. The D.light East Africa office will sell the company’s solar lighting products—the signature Nova series and the Solata—to the 150 million potential customers who do not have access to electricity in this region, which includes countries such as Kenya, Rwanda, and Ethiopia.

“East Africa continues to be one of the most underserved markets in the world,” said D.light CEO Sam Goldman. “The demand for modern solar lighting in Tanzania and its neighbors is huge. We are extremely pleased to be there on the ground, providing excellent products that meet their needs and significantly improve their quality of life.”

The D.light East Africa office is led by an outstanding team of managers, who have decades of experience in business development and sales in emerging markets. Pepijn Steemers is serving as Managing Director of the new office. He has significant experience managing social enterprises in Tanzania and a deep understanding of the East Africa market.

“We feel extremely confident in our East Africa management team,” said D.light President Ned Tozun. “Pepijn has a demonstrated track record of successfully providing appropriate, life-changing technologies for Tanzanian households. We have no doubt that he will build a strong and committed sales team that will impact millions of lives.”

“I am very excited to join the D.light team,” said Managing Director Pepijn Steemers. “I believe that D.light’s quality, affordable products are exactly what East African households want and need. We can and will improve the quality of life for millions of families in this region.”

D.light’s AC and solar-rechargeable LED lighting products are custom-designed for families living at the base-of-the-pyramid and surviving on just a few dollars a day. The products feature multiple brightness settings, fast-charging capabilities, and are designed to withstand the challenging environments in which D.light customers live.

In East Africa, households may spend up to USD 10 a month on kerosene lighting. D.light’s products, priced between USD 15 to USD 40 retail, are a highly economical choice that can immediately improve a family’s quality of life by increasing their savings and expanding economic and educational opportunities.

About D.light Design

D.light Design is an international consumer products company delivering quality energy solutions to families living without adequate electricity. Our mission is to enable households without reliable electricity to attain the same quality of life as those with electricity. D.light will begin by replacing every kerosene lantern with clean, safe and bright light. By 2020, D.light aims to have improved the lives of 100 million individuals. D.light is financed by prestigious venture capital firms including Nexus India Capital, Draper Fisher Jurvetson, Garage Technology Ventures, the Mahindra Group; with investment from leading social enterprise funds, including the Acumen Fund and Gray Matters Capital.

To learn more, please visit www.dlightdesign.com.

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