

-- FOR IMMEDIATE RELEASE --

MEDIA CONTACT:

Dorcas Cheng-Tozun
d.light design (Hong Kong office)
+852 5300 4650
dorcas@dlightdesign.com



DONN TICE NAMED D.LIGHT CHIEF EXECUTIVE OFFICER

Social Enterprise Accelerating Effort to Reach 1.6 Billion without Electricity

HONG KONG, CHINA, 31 March 2011 – d.light design announced today that company Board Chairman Donn Tice has been named Chief Executive Officer. Tice, who has been driving innovation in consumer products for over 30 years, will focus on expanding distribution, driving global marketing, and developing **d.light**'s international team to best serve the needs of its growing customer base. Tice has been an advisor to **d.light** since March 2008 and has served on the company's Board of Directors since November 2008.

"**d.light** is poised for rapid growth, and I'm excited to be part of it," said Tice. "Our products have changed the lives of three million people to date, and this is just the beginning. The company's customer-centered approach to product design and its commitment to making reliable energy affordable will propel us to our goal of improving quality of life for 100 million people around the world."

d.light's product offering currently includes three solar lighting products: the S250 solar lantern and mobile charger, the highly affordable S10 lantern, and the Solata S380 study light. Cumulatively, **d.light** products have saved customers USD90 million, increased productivity by another USD97 million and reduced global carbon emissions of CO₂ by over 120,000 tons.

Donn brings a notable track record in consumer products, clean technology, and global marketing and distribution to **d.light**. He has built \$100+ million global businesses and raised \$100 million in capital. His passion for BOP consumers began as a United Nations Fellow; Donn was mentored by the late C.K. Prahalad. As Founder of Sustainable Solutions (2006-2010), Donn accelerated the growth of venture capital-backed consumer companies. As CEO of startup Nanotex (2003-2006), his team expanded distribution to 90 brands in 30 countries, through 100 distribution partners, creating a 25x valuation increase. As CEO of Winterland (1997–2002), sales grew 3.5x, from \$30 million to \$110 million.

"Donn's leadership, experience, and energy will bring tremendous value to **d.light**'s continued growth and social impact," said Jayant Sinha, Managing Director of Omidyar Network India Advisors and a **d.light** Director.

Tice succeeds founding CEO Sam Goldman, who has been named Chief Customer Officer and

will be responsible for ensuring that customer priorities, values, and experiences continue to be at the center of the company's product development. Ned Tozun continues as President, maintaining global leadership responsibility for developing new markets. Goldman and Tozun will both continue to serve on **d.light**'s Board of Directors.

"Donn has been a great friend and advisor to **d.light** from the beginning," said Goldman. "Given his passion for our mission and his proven leadership, we could think of no better person to lead us into our next stage of growth."

About d.light

d.light is an international consumer products company serving people without access to reliable electricity. Our mission is to enable households without reliable electricity to attain the same quality of life as those with electricity. We will begin by replacing every kerosene lantern with clean, safe and bright light. By 2020, we aim to have improved the lives of 100 million individuals. **d.light** is financed by leading social enterprise funds Omidyar Network, Acumen Fund and Gray Matters Capital; with investment from prestigious venture capital firms including Nexus India Capital, Draper Fisher Jurvetson, Garage Technology Ventures, the Mahindra Group. To learn more, please visit www.dlightdesign.com.

###