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**ESL VISION SELECTS ELECTRA SALES
TO REPRESENT ITS LINE OF LED LIGHTING SOLUTIONS**

Salt Lake City, UT – December 14, 2017 – ESL Vision, a leading provider of solid-state lighting and LED solutions headquartered in Salt Lake City, Utah, announces the appointment of Electra Sales. Electra Sales will represent ESL Vision’s complete line of energy-efficient LED Lighting products throughout north Texas, east Texas, west Texas, Oklahoma, Arkansas, western Tennessee and northern Mississippi. Electra Sales’ LED lighting experts will focus on educating and selling ESL Vision’s line to electrical distributors and contractors.

The new sales partnership comes as ESL continues its rapid expansion into electrical distributors across the United States. “We are honored to join forces with such a reputable company. Electra Sales will significantly increase ESL Vision’s ability to provide lighting solutions to a very large part of the United States,” said ESL Vision Managing Director Michael Gleeson. “Electra Sales is thrilled to partner with ESL Vision in north Texas, east Texas, west Texas, Oklahoma, Arkansas, western Tennessee and northern Mississippi,” said Electra Sales Principal Jerry Slagle. “With their innovative and comprehensive product line, we believe we will bring new opportunities to ESL Vision in our territory.”

About ESL Vision

ESL combines years of solid-state lighting design experience, a patented installation approach and a targeted focus on electrical distributors. ESL Vision manufactures and offers a complete range of innovative and efficient LED lighting solutions for virtually any retrofit, replacement or new construction project. ESL’s products save time and money by eliminating many of the hassles of installation, by reducing energy costs, and by qualifying end users for various utility company incentives. Available through electrical distributors, ESL Vision provides lighting products and systems that surpass today’s industry demands, while constantly innovating for tomorrow’s solutions. Learn more at www.eslvision.com.

About Electra Sales

Electra Sales was founded in 1977 and is a leading manufacturers’ sales representative in the electrical products industry serving north Texas, east Texas, west Texas, Oklahoma and now Arkansas, western Tennessee and northern Mississippi. Bob Easterlin and Jerry Slagle are partners. Oklahoma managing partner is Boyd Williams. Arkansas managing partner is Joel Newman. Additional information is available at www.electrasales.net.