



JESCO LIGHTING GROUP

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## Eric A. Silverman, IESNA, Named Product Manager For Jesco Lighting Division

*Glendale, New York, 2007* — Jesco Lighting, Inc., a manufacturer of contemporary-design, advanced-technology indoor and outdoor light fixtures for commercial, institutional and residential applications, has announced appointment of Eric A. Silverman as product manager for the company's Jesco Lighting division. Richard Kurtz, president and chief executive officer of Jesco Lighting, Inc., made the announcement.

In his newly created position, Mr. Silverman will be in charge of overall management of the innovative, cost-accessible interior lighting families for which Jesco Lighting is rapidly becoming known. He will also oversee an extraordinary array of additional new product introductions, scheduled in 2008 and beyond. In his position, he works closely with Jesco product engineers, marketing and sales management, reporting to Mr. Kurtz.

Eric Silverman brings twenty-plus years' experience in product sales, sales engineering and technical support. Most recently, he served as R & D project director for W.A.C. Lighting, where he was for nine years.

"New products are the lifeblood of any lighting industry manufacturer," notes Richard Kurtz. "Jesco could easily be the most assertive manufacturer right now, in the architectural and decorative segments of commercial and residential lighting. Eric Silverman is a talent with a track-record of success. That aptly qualifies him to be the point person for our Jesco Lighting division and it is a coup that we got him on our team," Mr. Kurtz concluded.

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Mr. Silverman earned a Bachelor's degree from the State University of New York, and a Master's degree from Pratt Institute. He serves as treasurer and a past president of the Illuminating Engineering Society of North America (IESNA), Long Island Section.

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