

FOR IMMEDIATE RELEASE

April 15, 2010

Lighting System Manufacturer Starts Operation in Windsor-Essex

Windsor and Essex County, Wednesday, April 15, 2010 –**Tesla Digital Inc.**, a startup company specializing in highly efficient lighting systems announced today that they are establishing their manufacturing operations in Windsor-Essex.

Tesla Digital has invested several years of research and development in developing a **Digital LED based lighting system** that is 20 times more efficient than the popular compact fluorescent lighting (CFL) products found in the market today.

Steve Pokrajac, President of Tesla Inc. said, “We take pride in the perseverance and commitment of our development team at Tesla Digital. Through this innovative technology we can integrate high efficiency illumination products into multiple applications and provide the most efficient illumination solutions, thereby benefitting the environment as well as the consumer.”

Tesla Digital Inc. is presently gearing up its manufacturing plant in Windsor and will initially sell its products to markets in North America and Europe. The company plans to hire 130 full time employees within the next 12 months. Products will range from street lighting to institutional and industrial lighting systems. In addition to significant energy savings, Tesla Digital’s products are environmentally friendly as they do not contain toxic material found in standard compact fluorescent and fluorescent lighting systems widely available in the market.

“We are pleased that Tesla Digital Inc’s determination and hard work has led them to Windsor-Essex. We are hopeful that Tesla’s products will be well received in the market and help the company grow in our region. The Windsor-Essex region is known for excellence in innovation, and this is another example of an innovative product that will be developed and manufactured here” said Ron Gaudet, CEO of WindsorEssex Economic Development Corporation.

Tesla Digital Inc. will display the **Digital LED based lighting system** at the **Enviro Expo** being held in Windsor from April 16-18, 2010 at Caesars Windsor Convention Centre.

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ABOUT US – The WindsorEssex Development Commission provides valuable services to the Windsor-Essex Region by attracting new business, capital investment and other assessment and employment-creating enterprises. We strive to aid in the strengthening, diversification and growth of existing business and maintain an attractive business and economic environment through constant contact with the appropriate government agencies and community groups to promote our region as a desirable location. Please visit www.choosewindsorsex.com to learn more.