

## Redwood Systems Appoints Energy Efficiency and Product Veteran to Lead Marketing Efforts

*Sam Klepper joins as chief marketing officer to guide product efforts and help company capitalize on increased demand for its intelligent lighting control technology*

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FREMONT, Calif.---Redwood Systems, a leader in networked LED lighting controls and building intelligence, today announced Sam Klepper has been appointed chief marketing officer. In this role, Klepper will be responsible for worldwide product strategy to deliver new solutions across the lighting and building controls areas. He will also drive corporate marketing and LED luminaire partnership initiatives to advance increased adoption of Redwood's innovative intelligent lighting technologies.

“The experience and passion Sam brings from his years driving product innovation across multiple industries and work in energy efficiency are real assets to the Redwood team,” said Dave Leonard, CEO, Redwood Systems. “His stellar track record in bringing game-changing products to market and a strong understanding of customers’ energy efficiency needs will prove invaluable as Redwood enters its next phase of growth. We look forward to Sam becoming a key figure in communicating the value of Redwood’s intelligent lighting control and building intelligence platform, and further driving adoption across our key markets.”

Klepper brings more than 20 years of experience to his role of overseeing marketing for Redwood Systems. Prior to joining Redwood Systems, he was chief marketing officer at smart grid software leader eMeter, where he initiated and oversaw the company’s marketing and product strategy efforts. Klepper joined eMeter as senior vice president and general manager and brought to market Energy Engage, an innovative demand response product line. Prior to eMeter, Klepper led Microsoft’s entry into the mobile web space with MSN Mobile and ran the Video Syndication and Internet Access businesses. Previous to this, during his time at Intuit, Klepper conceived of the blockbuster #1 selling accounting

package, QuickBooks. Klepper has an M.B.A. from Harvard Business School and a B.A. *magna cum laude* from Harvard University.

“I joined Redwood Systems because it has massively disruptive technology that has proven to be unique and compelling to customers,” said Mr. Klepper. “Redwood’s flexible lighting and building intelligence platform represents a sea change for the intelligent lighting and building automation sectors, and is becoming a vital piece to helping organizations meet their energy efficiency initiatives. We are at the forefront of a revolution that is seeing the lighting and building controls markets converge and I am very excited to help Redwood lead this charge.”

### **About Redwood Systems**

Redwood Systems provides the industry’s only LED lighting control and building intelligence platform proven to deliver both ongoing energy savings and workspace productivity enhancements. Using patent-pending networking technology, Redwood has developed a unique and cost effective way to power and control lights using high density sensors with a flexible, scalable, open platform. With a growing roster of market- leading customers and partners, Redwood is building a reputation for customer success. For more information, visit <http://www.redwoodsystems.com/>.