

15 December 2014

# PhotonStar LED Group plc

("PhotonStar" or "the Company")

## Director's Dealings

PhotonStar LED Group plc (AIM: PSL), the British designer and manufacturer of smart LED lighting solutions, announces that it has been notified that on 12 December 2014, James McKenzie, Chief Executive Officer of the Company, purchased 56,785 ordinary shares of 1 pence each in the share capital of the Company ("Ordinary Shares") at a price of 3.5 pence per Ordinary Share.

Following the above purchase, Mr McKenzie now holds 14,323,226 Ordinary Shares, representing 9.96 per cent. of the issued share capital of the Company.

### For further information:

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## About PhotonStar LED Group PLC

PhotonStar LED Group plc is a leading British designer and manufacturer of intelligent lighting solutions. The Group's proprietary technology Halcyon™ is a connected lighting platform that includes hardware and software for wireless, microprocessor controlled retrofit LED lighting and control systems, optimised for energy saving, circadian and data-centric applications.

As light is needed wherever there are people, the Halcyon™ platform can also provide a connected grid that will enable rich data collection, as well as an ecosystem to enable other devices to operate simply and more effectively as part of the so-called Internet of Things. The Group is working with partners on ways of using the Halcyon™ system to deliver new business models and solutions based on light as a service, behavioural insight and cloud services and with developers of standalone hardware items that will utilise Halcyon's local IoT infrastructure to optimise their functionality.

PhotonStar's ChromaWhite light source technology within Halcyon™ is optimised for "Circadian," or non-visual effects of light on humans. The Group is currently working with partners to deliver low-cost lighting solutions that can help improve productivity, health and wellbeing in healthcare facilities, schools, workplaces and homes.

The Group also provides fixed white LED lighting products for a range of commercial and architectural applications.

PhotonStar comprises two divisions: PhotonStar LED Ltd, which works with lighting designers, architects, house builders, facilities management companies and sustainability consultants to provide intelligent, high-end, recyclable LED lighting solutions for the commercial and architectural market which is expected to see rapid adoption of the new Halcyon ecosystem; and PhotonStar Technology

which provides LED lighting solutions for specialist applications such as film & television production lighting, UV curing and medical applications.

PhotonStar has won awards for performance, innovation and reliability, with its flagship light source technology ChromaWhite winning the Lighting Association's 'Light Source of the Year' Award for two consecutive years. The Group was also awarded the UKTI's Business Innovation Award for Energy and Environment in 2010 for a commercial lighting solution with embedded sensors and microprocessor control.