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ProPhotonix Limited

("ProPhotonix" or "the Company")

ProPhotonix expands European sales team to increase its product sales

ProPhotonix Limited (London Stock Exchange - AIM: PPIX, OTC: STKR), a high technology designer and manufacturer of LED illumination systems and laser diode modules, with operations in Ireland and the United Kingdom, today announces the expansion of its European sales organization with three new Regional Sales Manager appointments.

Ad Fens takes over responsibility for sales in Benelux and North Western Germany. He has 30+ years' sales management and business development experience, most recently as European sales manager with Dr. Hönle AG selling UV equipment to end users in the coatings, adhesives and printing industries.

Michael Witte has 10+ years' experience in both technical and sales management roles, most recently with LAP GmbH Lasers where he was responsible for product and sales management of laser systems into industrial and medical applications. He assumes responsibility for the Nordics, North and East Germany and the Baltics.

Michael Roessler joins from Keyence where he was a senior sales manager. He has 15+ years' sales and business development experience and will cover Southern Germany, Austria and Switzerland.

"We are extremely pleased to welcome these three talented individuals to the ProPhotonix team each of whom brings a variety of valuable experience in the fields of lasers, LEDs, UV and OEM sales," commented David McGuinness, Director of Sales – EMEA.

Tim Losik, CEO of ProPhotonix, stated - "Expanding our European sales team is a significant investment in our future revenue growth. We operate as a lean, cost conscious organization and expect this initiative will provide deep regional sales coverage and growing revenue from the second half of 2017 and beyond. Our intention is to also expand the North American sales team in the first half of 2017."

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About ProPhotonix

ProPhotonix Limited, headquartered in Salem, New Hampshire, is a high technology designer and manufacturer of LED illumination systems and laser diode modules for industry leading OEMs and medical equipment companies. In addition, the Company distributes premium diodes for Ushio (formerly Opnext), Osram, QSI, Panasonic, and Sony. The Company serves a wide range of markets including the machine vision, industrial inspection, security, and medical markets. ProPhotonix has offices and subsidiaries in the U.S., Ireland, U.K., and Europe. For more information about ProPhotonix and its innovative products, visit the Company's web site at www.prophotonix.com.