



7 March 2011

ProPhotonix Limited  
("ProPhotonix" or "the Company")

### **ProPhotonix appoints Public Relations and Investor Relations Consultancies**

ProPhotonix Limited, (London Stock Exchange - AIM: PPIX), a designer and manufacturer of LED systems and laser modules, has appointed Cubitt Consulting and Richard Davies Investor Relations ("RD:IR") as its London-based corporate and investor communications consultancies.

Cubitt Consulting will provide corporate and financial communications, strategic consultation and media liaison from their London offices. The programme will include establishing a platform upon which ProPhotonix can liaise effectively with the media and sell-side analyst communities and articulate company news and wider market developments within the fast growing LED industry, including outreach to the United States.

RD:IR's experienced team will provide ProPhotonix with guidance as it raises the profile of the Company and broadens the investor contact base amongst institutional investors, private client brokers and wealth managers. By implementing a combination of its proprietary software, IR In Touch, its systematic targeting processes and focused roadshows, RD:IR expects to help the Company more effectively communicate its value proposition to existing and prospective shareholders. RD:IR will be responsible for a variety of investor relations activities, including presentations to and communications with investors, and handling shareholder enquiries regarding the Company.

Mark W. Blodgett, Chairman and CEO of ProPhotonix stated: "As an international business with established operations in Ireland and the UK, a London listing and our sights set on the dynamic global LED market, we attach high importance to our communications with all audiences, notably investors. The appointment of two recognised industry leaders reflects our ambition and direction as a company at the forefront of the revolutionary LED lighting space."

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**About ProPhotonix**

ProPhotonix Limited, headquartered in Salem, New Hampshire, is an independent designer and manufacturer of diode-based laser modules and LED systems for industry leading OEMs and medical equipment companies. In addition, the Company distributes premium diodes for Opnext, Sanyo & Sony. The Company serves a wide range of markets including the machine vision, industrial inspection, defense, sensors, and medical markets. ProPhotonix has offices and subsidiaries in the U.S., Ireland, and Europe. For more information about ProPhotonix and its innovative products, visit the Company's web site at [www.prophotonix.com](http://www.prophotonix.com).