



January 5, 2015

Steven Willensky Joins TCP's Board of Directors

AURORA, Ohio, Jan. 5, 2015 /PRNewswire/ -- TCP International Holdings Ltd. (NYSE: TCPI), a leading global manufacturer and distributor of energy efficient lighting technologies, today announced the election of Steven Willensky to the company's Board of Directors.

"Steve has significant lighting industry, product management and marketing expertise, and we are delighted that he is joining TCP's board of directors," said Ellis Yan, TCP's Chairman and CEO. "His achievements and insights into global marketing within the lighting industry will bring an important new dimension to our Board."

Steve joined GE Lighting in 1985. During his career he held various product management positions including Vice President, Marketing and Product Management for GE Lighting Europe and Vice President & General Manager of Global Marketing and Product Management. After his time with GE Lighting, Steve held senior management positions at a variety of companies, most recently serving as Executive Senior Vice President of Sales and Marketing at American Greetings Corporation, where he helped lead the business turnaround. Steve retired from American Greetings in 2008.

Steve is also member of the Board of Directors for Intelligent Mobile Support, Inc. and serves on the Board of Advisors at StarGreetz, Inc. He is an active member and investor on the North Coast Angel Fund, which is focused on developing new companies in northeast Ohio where he has advised several companies. He also has served as a long standing consultant to SPAR, Inc., a diversified international merchandising and marketing services company.

About TCP

TCP is a leading global manufacturer and distributor of energy efficient lighting technologies. TCP's extensive product offerings include LED and CFL lamps and fixtures, internet-based lighting control solutions and other energy efficient lighting products. TCP has the largest combined number of LED and CFL ENERGY STAR® compliant lighting products. TCP was named a 2014 ENERGY STAR® Partner of the Year by the U.S. Environmental Protection Agency. TCP's products are currently offered through thousands of retail and C&I distributors. Since TCP's inception, it has sold more than one billion energy efficient lighting products. For more information, visit <http://www.tcpi.com>.

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