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**FOR IMMEDIATE RELEASE**

**LightWorks Optics, Inc. Hires Lisa Belodoff as Director of Marketing**

**Tustin, CA – July 07, 2010** – LightWorks Optics, Inc., the leading provider of premier optical engineering and production solutions for precision, assemblies, systems and components, is pleased to announce the hire of Lisa Belodoff as Director of Marketing.

In her new role, Belodoff will be responsible for all aspects of strategic marketing, branding and communication efforts that support the company's aggressive growth initiatives.

"We are delighted to have Lisa on our senior management team," said CEO, Dan Barber. "Her depth of expertise in strategic marketing and branding, as well as solid management background, will be invaluable to our long-term goals. She's a real asset to our entire company."

Prior to joining LightWorks Optics, Belodoff, served as Director of Marketing Communications for Masimo Corporation, a leading medical device manufacturer. In this position she led the global integrated marketing communications efforts that supported the launch of several new breakthrough products and technologies, as well as collaborated to develop and implement a comprehensive corporate branding strategy.

Belodoff also served as Director of Strategic Marketing for CXtec, a computer networking hardware and fiber infrastructure provider. In this leadership position, she was responsible for the development of corporate branding strategies and all marketing communications, public relations, interactive communications and global marketing initiatives.

Belodoff holds a Master's Degree in Business Administration from Syracuse University and a Bachelor's Degree in Communications from State University of New York College at Geneseo. She is an active member of the National Association of Professional Women and the Orange County Medical Device Network.

For more information about LightWorks Optics, Inc., please call 714-247-7175, or visit the new website at [www.lightworksoptics.com](http://www.lightworksoptics.com).

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**About LightWorks Optics, Inc.**

Founded in 1997, LightWorks Optics, Inc. is the leading provider of precision optical subassemblies, systems and component solutions. The company's award-winning design, development and production capabilities meet the complex optical needs of customers in the biomedical, medical device, aerospace, defense and commercial industries. The photonic applications may be diverse, but all LightWorks Optics products share a common focus on rapid development, excellent value, and high performance. The company is employee-owned and ISO 9001:2008 certified.

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