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PennWell Names Ella Shum Director of LED Research at Strategies Unlimited

MOUNTAIN VIEW, CA—PennWell Corporation has named Ella Shum to the position of Director of LED Research at Strategies Unlimited (<http://www.strategies-u.com>). Strategies Unlimited offers comprehensive market research on high-brightness LEDs and LED lighting, lasers and other photonic products and systems, biomedical imaging systems and image sensors, compound semiconductor materials and specialty electronics market sectors. Strategies Unlimited also produces the Strategies in Light® Conference and Expo, representing the leading events for the global LED and lighting industry being held in the U.S., Europe, Japan and China. (<http://www.strategiesinlight.com>).

Focusing on Strategies Unlimited's high-brightness LED research and programs, Shum draws upon her LED-related experience, most recently as General Partner at YEBY Associates, a consulting firm specialized in the LED industry. While at YEBY, Shum was part of the initial phosphor sales team for Intematix and an early advisor to China's SSL program. Other previous positions include Managing Director of the R&D Lab at Emcore where she managed the development of TurboDisc reactors and epi research including LED technology, and Vice President and Chief of Staff at BroadVision Inc. She has more than 10 years of sales and marketing experience at Sun Microsystems and Hewlett Packard Inc. Shum received her MBA from The Wharton School, University of Pennsylvania and her B.Sc. in Computing Science from Imperial College, London. She is fluent in Mandarin and Cantonese. Shum succeeds Robert V. Steele, PhD, formerly Director of Optoelectronics Programs and currently a consultant for Strategies Unlimited.

"I am excited about the opportunities at *Strategies Unlimited* as the leader in covering the LED and lighting markets," Shum said. "I look forward to working closely with our team serving the needs of our clients which include the key manufacturers of LEDs, photonics, and laser components, systems and solutions vendors; and financial services firms."

Christine Shaw, SVP and Group Publisher for PennWell's LED and Lighting Media Group said, "Ella's expertise will greatly contribute to enhancing and expanding the franchise which includes Strategies Unlimited and Strategies in Light events. Both the research unit and the events continue to grow and reflect the burgeoning potential for this industry."

Strategies Unlimited is part of the LED & Lighting Media Group comprising the following:
Strategies Unlimited, Market Intelligence for Advanced Technologies, specializing in market research reports, and custom studies targeted for the optoelectronic, optical communications, compound semiconductor material, and RF/microwave components industries. Founded in 1979, Strategies Unlimited adeptly integrates technology and business issues. (<http://www.strategies-u.com>)

Strategies in Light is a business-oriented conference and exhibition on high-brightness LEDs and lighting produced by both Strategies Unlimited and PennWell Corporation. Record-breaking attendance 4-years running, this event is considered to be the premier annual forum for presenting current commercial developments in HB LEDs for component and equipment suppliers, manufacturers, and end-users of HB LED devices. Other events held in Japan, Europe, and China. (<http://www.strategiesinlight.com>)

LEDs Magazine is the leading information resource for the global LED community, serving thousands of readers that specify, design and manufacture LED-based products for a wide range of end-use applications. The *LEDs Magazine* portfolio has four main components - the Magazine, the Website, Newsletters and the Suppliers Directory. View the latest LED industry news now: (<http://www.ledsmagazine.com/main>).

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