



FOR IMMEDIATE RELEASE

Powerline Control Systems, Inc. Strengthens Sales Force

Four firms will represent PulseWorx Lighting Controls in the Central and Western United States and Canada

Northridge, CA (July 6, 2010) – PCS (Powerline Control Systems, Inc.), the inventor of UPB® technology, and manufacturer of PulseWorx Lighting Controls announces the addition of four independent representative firms to their growing national sales force. Strengthening the Western territories in both the United States and Canada. PCS proudly welcomes PSR Professional Sales Representatives, Melissa Hirt & Associates, C&C Products Inc. and SVT Solutions to their team.

"Having well-established, Representatives throughout the nation is an extremely essential element to our sales success," stated Scott Klodowski, Director of Sales and Marketing, Powerline Control Systems. "With these additions to the PCS family we have added prominent and results-oriented companies with fabulous track records. We are confident that they will have an immediate impact on further developing PulseWorx presence in the marketplace."

- With 200+ years of field experience and a team of 9 sales people **PSR** is tasked with growing Southern California, Southern Nevada, Hawaii, Alaska, Washington, Oregon, Idaho, Montana, Wyoming, Utah, Colorado, Arizona and New Mexico. Scott Crown, President, stated, "We are pleased to be a part of the PulseWorx sales team representing lighting control that works. With the award winning technology at PCS we are confident we can deliver exactly what the dealers need to satisfy every custom lighting installation in the Western United States".
- **Melissa Hirt & Associates** brings a wealth of knowledge and many long-term established relationships in the home automation and security industries to the team. President Melissa Hirt will generate new opportunities and lead the way to strengthen PCS's regional dealer base and sales efforts while growing the PulseWorx brand within the Northern California and Northern Nevada marketplace.
- Established in 2003, **C&C Products Inc.** was chosen based on the company's proven history of successes with dealers and knowledge of the custom installation industry to place quality products in the proper distribution networks throughout the Midwest. Robert Forsythe and his team of four will continue their commitment to customer service and sales growth serving Oklahoma, Kansas, Missouri, Nebraska, Iowa, and Arkansas
- **SVT Solutions** has accepted the role as the Canadian Western Region representative, servicing British Columbia, Alberta, Saskatchewan and Manitoba. Principle Bryan Baxter and his team bring mutual experience from both an installer and representative view. Supplemented with two additional inside and outside sales reps, SVT Solutions will bring immense expertise to established relationships to help make an immediate impact on this very important and emerging territory.

The PulseWorx product line is sold through a network of distributors, certified integrators and authorized dealers. For more information, visit http://www.pulseworx.com/Order_PCS_.htm, email pwopr@pcslighting.com or call 888.701.9831.

About PCS (Powerline Control Systems, Inc.): Powerline Control Systems has been developing, manufacturing top-of-the-line lighting, and electrical control devices for the residential and commercial markets since 1992. PCS provides a complete range of products under the PulseWorx® brand, such as touchscreens, keypads, home controllers, dimmers, switches and a variety of other electrical control devices; powered by the UPB® (Universal Powerline Bus) patented technology, the innovation of the PCS design team. UPB is answering the call for a lower cost, high reliability lighting control system to provide an alternative to expensive proprietary and hardwired systems.

PulseWorx devices use the existing powerlines in the home, making them perfect for existing home retrofit and remodel situations, as well as new construction. PCS has licensed its technology to other companies and received numerous awards from both industry organizations and the media, including Product of the Year, CEPro magazine's Top 50 Editor's Pick and MRA's Best No-New-Wires Technology.

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