

## Chris Myers Takes Lead Sales Role for Lumishore USA

### FOR IMMEDIATE RELEASE:

**June 1st, 2017 – Sarasota, FL** – Lumishore, the global leader in the design and manufacture of the world’s leading high-performance underwater LED lighting systems, announces the promotion of Chris Myers to the lead Sales role for Lumishore in the USA & Americas.

Chris joined the Lumishore team in 2015 to further develop and expand its valued network of representatives, dealers, and OEM partners. In Chris’s new role, commencing June 1st, he will direct all sales activity for the Americas with special emphasis on Lumishore’s key partners and distributors. Prior to joining Lumishore, Chris worked with Galati Yacht Sales, Port Supply and Seakeeper.



“Chris’s wealth of knowledge, experience and technical expertise has been a significant asset to Lumishore over the past two years,” said Eifrion Evans, Lumishore CEO. “It only makes sense to move him into the lead role where his enthusiastic personality and passion for the marine industry will continue to drive Lumishore’s growth and expand its presence in the US.”

“I’m excited for the opportunity to lead the US team,” said Myers. “Lumishore’s innovative products, dedicated team and valued partners are what drives me to deliver the best value to our customers. As a boater myself, I know firsthand how underwater lighting can enhance your time on the water, I want to bring that enjoyment to our customers.”

Chris will continue to be based at the company’s Sarasota, Florida US headquarters.

Lumishore’s underwater lighting products are known for their high quality and innovative solutions for creating the ultimate lighting effects for boats of all types from the smallest RIBs to the largest Superyachts with a range of products from surface mount single-colored lights to the most technically advanced weld-in color changing lighting systems.

**For comment or more information**, please contact:

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**About Lumishore:** Globally recognized as market leader, LUMISHORE creates the brightest, most beautiful, high-performance underwater LED lighting solutions for the marine sector using proprietary LED technology. Every LUMISHORE LED light is the result of an uncompromising approach to design, development, manufacture and a continuous search for cutting-edge lighting effects. LUMISHORE is ISO9001 certified, has ABS, RINA, DNV/GL Classification Approvals and is the only underwater LED lighting provider with full Lloyd’s Type Approval including safety critical EMI/EMC testing and compliance. LUMISHORE designs, develops and manufactures its systems exclusively in Swansea, U.K., and has proven itself the premier supplier of underwater LED lighting solutions to the leisure marine sector for all sizes of boats from RIBs to the world’s largest Superyachts. LUMISHORE’s complete in-house capability enables LUMISHORE to create exceptionally powerful, market-leading highest output underwater LED lighting systems from 1,100 to over 23,000 fixture lumens. To learn more about Lumishore and its underwater LED lighting and camera products visit [Lumishore.com](http://Lumishore.com).