



For Immediate Release

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California Company Named ‘Exporter of the Year’ in the Environmental Category by U.S. Export Promotion Magazine

March 1, 2014 – Solatube Global Marketing Inc. has been named a 2014 Exporter of the Year award winner by ThinkGlobal Inc., publisher of Export USA, the export promotion magazine of the USA. ThinkGlobal, which also manages the USA Export Expo, selects the Exporter of the Year Award winners.

Export USA is a catalog-style magazine that reaches more than a quarter-million readers in 178 countries worldwide in print and online. Awards are given to one U.S. company in each of 10 industry categories. Solatube Global Marketing Inc., based in Carlsbad, CA, was named Exporter of the Year in the Environmental category. Awards will be presented during an online World Trade Day program on May 1, 2014. The program will be featured in the USA Export Expo.

“We are honored to be receiving the 2014 ThinkGlobal Exporter of the Year Award to recognize our success and growth over the last 15 years as a global exporter,” says John Hanley, president and CEO of Solatube. “Exporting Solatube Daylighting systems to Europe, Latin America, Central Asia, and the Middle East has helped us continue to grow and add new distributors throughout the world. At the same time, we are connecting people to nature on a daily basis through our innovative, sustainable solutions for everyday living.”

Criteria on which winners were selected include the total number of documented export transactions, the total percentage increase in sales, exports as a percentage of total sales, the company’s commitment to exporting, the company’s commitment to customer service, and the company’s innovation and originality in marketing products or services. To be eligible for the award, a company must currently be exporting from the United States.

“Solatube Global Marketing is indicative of how proactive American companies are growing by exporting,” said Gregory Sandler, president of ThinkGlobal. “This year’s winners reflect the diversity of American exporters, 97 percent of whom are small-medium sized enterprises. Exporting is a critical part of the U.S. economy, accounting for 12.5 percent of the nation’s GDP. In fact, 70 percent of the world’s purchasing power is located outside of the United States.”

About ThinkGlobal

ThinkGlobal is a print and online publishing company that manages the USA Export Expo and produces Export USA, the export promotion magazine of the USA. Export USA reaches 250,000 international buyers in print and online. ThinkGlobal also is a corporate marketing partner with the U.S. Commercial Service, part of the International Trade Administration within the Commerce Department.

www.thinkglobal.us

Information about the Exporter of the Year awards, including profiles of all the winning companies, is available online at www.exporteroftheyear.com.

About Solatube Global Marketing

Solatube Global Marketing Inc., based in Carlsbad, California, is the exclusive licensee and marketer of Tubular Daylighting Devices (TDDs) in Europe, Latin America, Central Asia, and The Middle East. The company’s flagship products are the Solatube® Daylighting Systems.