



Heliospectra Hires Leading Industry Executive to Lead North American Sales

(GOTHENBURG, Sweden/SAN FRANCISCO, CA, February 11, 2016) – Heliospectra AB (publ) (OTCQB: HLSPY, FIRSTNORTH: HELIO), a global leader in intelligent LED grow light technology, announced today that it has hired Caroline Nordahl Wells as Vice President of Sales and Marketing for Heliospectra's North American operations.

As a co-founder and former executive of LumiGrow, a horticultural lighting company, Caroline was responsible for recruiting and leading a successful sales organization. She is widely credited with advancing the LED grow light category and accelerating market adoption of LED lighting for commercial horticultural applications.

"Heliospectra was the obvious choice for me because it uniquely fulfills the promise of LED grow lights. There's no company out there with more knowledge of the effect of light on crop outcomes, and Heliospectra baked this know-how right into their product line. Every Heliospectra fixture installed is driving consistent crop performance and grower profitability, and that's exactly what the North American market has been waiting for," said Caroline. "I'm thrilled to align with the world-class Heliospectra team and ready to hit the ground running," she added.

Caroline will be responsible for continuing Heliospectra's sales growth in the medicinal cannabis market, where the company made significant inroads with large commercial installations in 2015. She will also expand Heliospectra's market share within the traditional commercial greenhouse grower and emerging urban agriculture and vertical farming market segments. Heliospectra doubled its US sales headcount in 2015 and will add more sales professionals in 2016 to fuel this growth with Caroline's proven strong leadership.

Christopher Steele, COO of Heliospectra, said, "Having Caroline join us speaks volumes about Heliospectra's growth potential and technology advantages over our competition. Her experience and abilities strengthen our position to become the outright industry leader in intelligent LED grow lighting."

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About Heliospectra AB

Heliospectra AB (publ) (OTCQB: HLSPY, FIRSTNORTH: HELIO) (www.heliospectra.com) specializes in intelligent lighting technology for plant research and greenhouse cultivation. The Company's lighting system provides an effective and durable technology for cultivating greenhouse and indoor plants by combining several different groups of versatile light emitting diodes (LEDs) with optics, remote sensing techniques, and a robust heat dissipation solution. This proprietary setup gives growers the ability to control the intensity and wavelengths of the light emitted, creating a spectrum specifically adjusted to different plant species and growth stages to better facilitate photosynthesis. The complete, highly-engineered lamp produces crops that look better, taste better, and have a longer shelf-life than those grown under HID lamps. The technology not only reduces energy consumption by up to 50%, but also helps stimulate growth characteristics and improve plant quality. Other benefits include reduced light pollution, lower mercury use due to the avoidance of traditional HID/HPS bulbs, and less HVAC investment and monthly expense requirements.

Heliospectra products are based on in-depth knowledge in plant physiology and photosynthesis along with a unique way to utilize modern LED technology. After six years of development in Sweden, the company has now begun to expand into the international market. The company has raised more than \$ 21 million in capital and has received more than \$2.6 million through academic scholarships and grants. It has also received numerous awards for its forward thinking technology. Principal owners: Weland Steel www.welandstal.se, Swedish Industrial Fund www.industrifonden.se, Midroc www.midroc.se, Avanza Pension www.avanza.se.

Forward-Looking Statements

The statements in this press release constitute forward-looking statements within the meaning of federal securities laws. Such statements are based on our current beliefs and expectations and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are beyond our control. In addition, such forward-looking statements are subject to assumptions with respect to future business strategies and decisions that are subject to change. Potential risks and uncertainties include, but are not limited to, technical advances in the industry as well as political and economic conditions present within the industry. We do not take any obligation to update any forward-looking statement to reflect events or developments after a forward-looking statement was made.