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NEWS RELEASE

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Electric Mirror Products Opens Dubai, UAE, Office
Offering Superior Service for its Middle East Clientele

(Seattle, WA) Electric Mirror has opened an office in Dubai, UAE, in conjunction with Truelux Interior Solutions. The purpose of the office is to offer superior service to the Middle East region.

"Having a local office and showroom available to customers in Dubai gives Electric Mirror a greater capability to serve our existing customers and reach out to new business," said Chris Bruce, Electric Mirror Vice President of



Europe, the Middle East, and Africa.

Some of the Electric Mirror Team at The Hotel Show 2013 in Dubai, UAE – from left to right VP of Sales Jon Johnston, Vice President Aaron Mischel, Middle East Sales Manager Nik Hewitt.

Electric Mirror has installations worldwide and is rapidly expanding its operations into commercial, healthcare, and residential. However, its core market remains luxury hotels and the partnership with Truelux continues the trend.

"I'm extremely excited to have Nik Hewitt and the team from Truelux on board to help spearhead our drive into the region," said Chris Bruce.

Nik Hewitt, Electric Mirror's new Middle East Sales Manager, has been living in Dubai for over seven years, working within hospitality procurement and the architectural lighting sector focusing on high-end hotel and commercial projects.

"We're very glad to have Nik on board with us," said Jon Johnston, Vice President of Sales for Electric Mirror, who just returned from The Hotel Show in Dubai. "Nik has excellent experience and wide contacts throughout the region."

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Some of Hewitt and Truelux's recent projects include:

- Hyatt Capital Gate: FF&E Procurement Project Management
- Jumeirah Emirates Towers Refurbishment: FF&E Procurement Project Management
- The Rosewood Abu Dhabi: FF&E Procurement Project Management
- The Galleria Mall: FF&E Procurement Project Management
- Crown Plaza Duqum: FF&E Procurement Project Management
- Radisson Royal Hotel Dubai (Formally JAL Hotel) ID Project Management

[Find out more about Nik Hewitt and Truelux Interior Solutions here.](#)

<http://www.trueluxinteriors.com/>

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About Electric Mirror:

Electric Mirror® is the Leader in Lighted Mirrors and Mirror TV Technology™, serving the hospitality and residential industries for over fifteen years. With product lines that include modern Lighted Mirrors, Mirror TVs, Waterproof TVs, Mirrored Cabinets, Corridor Lighting, and Makeup Mirrors, Electric Mirror is known throughout the Hospitality Design Community.

As the pioneer of Lighted Mirror and Mirror TV design, Electric Mirror's industry-leading reputation for product innovation, customization, and made-in-the-USA quality is unmatched. Strong design and surprising technology make Electric Mirror's products instantly communicate flawless luxury to discerning hotel guests and homeowners worldwide. The company proudly holds 33 industry-leading patents, with dozens more pending.

Learn more about Electric Mirror by visiting www.electricmirror.com. To request a quote, visit <http://www.electricmirror.com/quote> or send an email to sales@electricmirror.com, or call us directly at 425-776-4946.

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