



## **SunSi Initiates Strategic Plan to Build LED Distribution Network** *Appoints Prominent Marketing Group to Sell Its LED Products to Large Clients*

New York September 5, 2012 (GLOBE NEWSWIRE) –SunSi Energies Inc. ("SunSi") (OTCQB: SSIE) an international manufacturer, seller and distributor of energy products and technologies, announced today it has launched its strategic plan to rapidly build a network of sub-distributors to sell its LED products in North America including Canada and Mexico. On August 27, 2012, SunSi announced it had acquired the exclusive North American rights to sell LED lighting products produced by Shanghai Lightsky Optoelectronics Technology Co., Ltd. ("Lightsky"). As one its first steps in a multi-phased initiative, SunSi has retained the services of Global Resource Group, Inc. ("Global"); a well-established company specializing in building distribution networks and sales channels.

Based in Texas, Global provides advisory services for manufacturers and distributors of home improvement products and general retail merchandise to the retail and wholesale trade industry throughout North America and worldwide. With over 35 years of industry experience, Global has significant expertise in introducing new products to the marketplace, as well as providing merchandising advice. Additionally, Global serves as a key vendor representing numerous manufacturers that are selling multi-million dollars of products to renowned retailers; including Wal-Mart, Sam's Club, Home-Depot, Lowe's, 84 Lumber, Menards, Pro Builders, Sutherlands, Grainger, Costco, Graybar and others.

SunSi's LED lighting products are manufactured by Lightsky, a leading manufacturer of LED products for commercial and residential consumers with a large product portfolio ranging from illumination and architectural lighting, to extra large outdoor and indoor video LED display systems. Lightsky's products have also been utilized in numerous high profile projects, including the Shanghai International Airport, the 2010 Shanghai World Expo, the Shanghai Metro Station and at Hong Kong University.

A light emitting diode ("LED") is a semiconductor device that converts electricity into light. LED lights are often considered a "green energy source" due to the absence of dangerous chemicals like mercury and their significant reduction in energy consumption within various applications; ranging from 50% to 70% of traditional lighting products. Over the next five to ten years, it is globally anticipated that energy consumers will completely transition away from all incandescent fixtures, to LED technology.

The U.S. Department of Energy recently estimated that there are in excess of 2.5 billion lighting fixtures utilized in commercial and industrial properties throughout the United States. The replacement cost of these fixtures could exceed one trillion dollars. SunSi intends to capitalize on this market opportunity by leveraging Lightsky's reputation, technology and quality products to penetrate specifically identified target markets.

SunSi's CEO, David Natan stated, "Our strategic plan of aggressively introducing our LED products to a variety of industries, is already being implemented. We are pleased that a company the caliber of Global Resource Group, an organization with excellent track record in dealing with high profile retailers, is joining SunSi to work with us to rapidly build our North American distribution and sales network."

Global's CEO Jeff Smith remarked, "We believe that our experience and the strong relationships that we have established over the years, combined with Lightsky's superior quality products will create immediate interest and help generate significant sales of SunSi's Lightsky LED product line. The North American marketplace requires LED products that offer a longer lifecycle and higher return on investment, as well as reducing our current levels of energy consumption."

### **About SunSi Energies Inc.**

SunSi Energies is a global company whose products and solutions focus on renewable energy and improved energy efficiency. SunSi subsidiary, TPE has patented a technology which uses proprietary multiple component fluids that are environmentally sound, non-toxic and non-flammable. Custom formulated mixtures efficiently capture and convert heat directly from the heat source at temperatures ranging from 100 °F to 1000 °F. TPE's technology offers applications at broader temperature ranges than other energy recovery systems. TPE's systems in certain applications, reduce operating and maintenance costs thereby significantly improving return on capital expenditures thus making the purchase of waste heat recovery systems that previously yielded nominal savings, economically viable.

SunSi has also entered a distribution agreement to be the exclusive North American, Canadian and Mexican distributor of LED commercial lighting and fixtures for a premier LED manufacturer in China. A Light Emitting Diode ("LED") is a semiconductor device that converts electricity into light. The LED light is considered "green" because of the absence of dangerous chemicals like mercury and minerals in the product and an accompanying significant reduction in energy consumption depending on the application, from 50% to 70% of traditional lighting products

Additionally, SunSi is a significant producer and distributor of trichlorosilane ("TCS") in China. TCS is a specialty chemical primarily used in the production of polysilicon, which is an essential raw material in the production of solar cells for PV panels that convert sunlight to electricity. TCS is considered to be the first product in the solar PV value chain before polysilicon, and is also the principal source of ultrapure silicon in the semiconductor industry.

For additional information regarding SunSi Energies Inc. or Transpacific Energies Inc., please visit the companies' websites at [www.sunsienergies.com](http://www.sunsienergies.com) , [www.transpacenergy.com](http://www.transpacenergy.com), or contact Richard St-Julien at (646) 205-0291.

### **Forward-Looking**

### **Statements**

Except for statements of historical fact, the matters discussed in this press release are forward-looking. "Forward-looking statements" describe future expectations, plans, results, or strategies and are generally preceded by words such as "future," "plan" or "planned," "expects," or "projected." These forward-looking statements reflect numerous assumptions and involve a

variety of risks and uncertainties, many of which are beyond the company's control that may cause actual results to differ materially from stated expectations. Some of the factors that could cause actual results to differ materially from the forward-looking statements contained herein include, without limitation: (i) TPE being accretive to SunSi earnings in 2012 (ii) competitive viability of TPE's technology, (iii) our ability to leverage markets in China for the TPE product, (iv) integration issues following the acquisition of TPE, (v) acceptance by potential new customers of SunSi's new LED products and generating significant revenues from LED products, (vi) SunSi consummating additional acquisitions in 2012, and (vii) other factors detailed in documents we file from time to time with the Securities and Exchange Commission, which are available at [www.sec.gov](http://www.sec.gov).

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