



ForceField’s American Lighting Subsidiary and WAXIE Roll Out New Sales and Marketing Partnership for LED Lighting Systems

Agreement Leverages WAXIE’s Leadership in Promoting Sustainable Communities Across Nine States and American Lighting’s Broad LED Product and Service Offering

NEW YORK, NY and SAN DIEGO, CA. (Marketwire- April 8, 2015) [ForceField Energy Inc.](#) (“ForceField”) (Nasdaq: FNRG), a seller and distributor of energy products and solutions, announced today its [American Lighting subsidiary](#) (“ALD”) has entered into a partnership agreement with San Diego, California based [WAXIE Sanitary Supply](#) (“WAXIE”) America’s largest independently-owned distributor of sanitary maintenance supplies. As part of the agreement, the companies will establish a joint sales and marketing program for ALD’s LED Lighting Systems and Services to WAXIE’s current base of customers across nine states in the Western US. The partnership will leverage American Lighting’s knowledge and experience in developing and implementing advanced LED lighting solutions to diverse clients and WAXIE’s strong market presence and customer relationships in key market segments including Building Service Contractors, Commercial Real Estate, Education, Government, Healthcare, Hospitality, Industrial, and Foodservice.

ALD Service Offering:

- Experienced in-house installation teams in core markets
- Broad LED and energy efficiency product offering enabling tailored solutions for each client project
- Real-time energy monitoring systems enabling optimization of energy usage and integrated intelligent controls
- Strong relationships with high-profile national energy services companies and major utilities
- Proprietary cloud-based proposal generation system and automated audit data and rebate processing capabilities
- Highly experienced utility incentive processing team

Keith Schneringer, WAXIE’s Director of Channel Marketing and Sustainability said, “WAXIE is committed to being an industry leader in promoting responsible business practices that support more sustainable communities. Sustainability has emerged as a global priority for the 21st century – it is a concept which balances the interconnectedness of the environment, the economy and our quality of life. With our own LEED certified facilities, and LEED Accredited Professionals and CIMS-GB ISSA Certification Experts on staff, we understand how LED lighting fits into the broader scope of our customers overall sustainability goals – it’s a natural fit for expanding our current product lines and services that we offer, and helps us to continue to remain responsive to our customer needs for the future. American Lighting’s strong reputation for providing the highest quality LED lighting products and solutions across diverse customer

and facility types, makes them a strong partner. Gaining access to ALD's broad range of high efficiency LED products and solutions will enable us to immediately provide our growing customer base with tailored solutions to meet their sustainability goals while reducing their energy and associated operating costs. We look forward to sharing American Lighting's services with our customers."

Neil Miller, American Lighting's Chief Executive Officer commented, saying, "We are proud to be able to support this exciting new initiative with WAXIE. WAXIE is a strong and trusted supplier in the area and their customers are looking for ways to expand their sustainability goals and for ways to save money and improve their corporate bottom line. Our projects are unique because they accomplish these goals simultaneously. This partnership instantly increases our sales ability in California and provides additional potential to expand our reach into additional states."

About WAXIE

WAXIE Sanitary Supply is America's largest family-owned distributor of sanitary maintenance supplies. WAXIE is an industry leader in the distribution of quality cleaning chemicals, equipment, disposables, and accessories to the building service contractor, school, hospitality, healthcare, military, government, industrial, and retail markets. Based in San Diego, the company consists of over 800 dedicated professionals working out of Inventory Centers servicing the western United States including California, Arizona, Nevada, Utah, Idaho, Oregon, Washington, Colorado and Alaska. Additional information about WAXIE Sanitary Supply may be obtained at: www.waxie.com.

About ForceField Energy Inc.

ForceField Energy Inc. and its subsidiaries comprise a global company whose products and solutions focus on sustainable energy solutions and improved energy efficiency. ForceField is a distributor of LED and other lighting products for a number of premier LED lighting manufacturers; and through its award-winning subsidiaries, American Lighting and ESCO, have completed lighting installations and retrofits as well as energy efficiency upgrades, for numerous high profile concerns in a variety of industries. www.forcefieldenergy.com

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," "anticipates" or "anticipated," "believes," "estimated" or "estimates," "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 ForceField'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 (i) failure to obtain adequate financing to achieve the Company's LED revenue targets and to support working capital needs; (ii) successful installation and efficacy of the Company's LED lighting products; (iii) expansion of

the Company's product offerings and services to additional states across the U.S., (iv) generating additional revenue and profitability from the Company's expected national expansion program, (v) competition within the LED industry both domestically and internationally, (vi) efficacy of ESCO's streetlight product offering, (vii) generating \$25-30 million dollars from the streetlight program over the next three to five years, (viii) realizing the potential operating and financial benefits of exiting the ORC waste heat segment and focusing on the LED market opportunity, and (ix) other factors, without limitation, which are set forth in documents we file from time to time with the Securities and Exchange Commission, which are available at www.sec.gov. For a written description of these factors, see the section titled "Risk Factors" in the Company's Form 10-K for the fiscal year ended December 31, 2013 and any updating information in subsequent SEC filings. The Company disclaims any intention or obligation to update these forward-looking statements whether as a result of subsequent events or otherwise, except as required by law.

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