



Luna Innovations Names Geoffrey McCarty Vice President of Marketing

January 24, 2012

Experienced marketing executive with track record of transforming brands to help aggressively implement company's new strategy

ROANOKE, Va.--(BUSINESS WIRE)--Jan. 24, 2012-- Luna Innovations Incorporated (NASDAQ: LUNA) today named Geoffrey McCarty, an experienced marketing executive with a track record of transforming brands, as Vice President of Marketing, a new position that will help to aggressively implement the company's new strategy.

With more than 25 years of experience in marketing, business development, brand transformation and market positioning, Mr. McCarty will play a key role in launching Luna's recently announced strategic growth initiatives. He will be responsible for the development and execution of marketing strategies to grow revenue by serving high-growth industries with Luna's new-technology solutions to measure, monitor, protect and improve critical processes in the medical, defense, composites and other sectors.

Mr. McCarty's diverse experience includes leadership positions in a wide range of industries, including manufacturing, retail, commercial and service. He has led marketing and advertising at Advance Auto Parts, a Fortune 500 company; Hechinger; Home Quarters; and Pep Boys. Most recently he owned and operated a strategic marketing consulting firm, MSM Consulting LLC.

"This new position is an opportunity for Luna to apply best practices in strategic marketing from numerous industries," said My Chung, CEO of Luna Innovations. "In Geoff, Luna now has an accomplished professional who has worked to establish other organizations as leading players in their industries through his marketing expertise and customer-driven analysis. His insights and experience will be invaluable as we implement our new strategy and continue to communicate our vision to investors and other stakeholders."

"Luna Innovations has unique technological capabilities to serve its markets, particularly with fiber-optic shape sensing for minimally invasive surgeries, secure computing and distributed strain sensing solutions," Mr. McCarty added. "I am excited to have this opportunity to build on that foundation and to capitalize on Luna's strengths to increase market share and drive new business growth."

About Luna Innovations

Luna Innovations Incorporated (www.lunainnovations.com) focuses on sensing and instrumentation. Luna develops and manufactures new-generation products for the healthcare, telecommunications, energy and defense markets. The company's products are used to measure, monitor, protect and improve critical processes in a variety of markets. Through its disciplined commercialization business model, Luna has become a recognized leader in transitioning science to solutions.

Forward-Looking Statements:

The statements in this release that are not historical facts constitute "forward-looking statements" made pursuant to the safe harbor provision of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties. These statements include our expectations regarding the implementation of a strategic plan and the effect of a new marketing executive. Management cautions the reader that these forward-looking statements are only predictions and are subject to a number of both known and unknown risks and uncertainties, and actual results, performance, and/or achievements of the company may differ materially from the future results, performance, and/or achievements expressed or implied by these forward-looking statements as a result of a number of factors. These factors include those risks and uncertainties set forth in the company's periodic reports and other filings with the Securities and Exchange Commission. Such filings are available at the SEC's website at <http://www.sec.gov> and at the company's website at <http://www.lunainnovations.com>. The statements made in this release are based on information available to the company as of the date of this release and Luna Innovations undertakes no obligation to update any of the forward-looking statements after the date of this release.

Source: Luna Innovations Incorporated

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