



Luna Enhances Brand with New Website

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Online presence better defines company's vision and market position

ROANOKE, Va.--(BUSINESS WIRE)--Nov. 29, 2012-- [Luna Innovations Incorporated](http://www.lunainc.com) (NASDAQ: LUNA) today introduced a new website that, along with a fresh rebrand, more clearly defines the company's vision, capabilities and market position.

The website, www.lunainc.com, better organizes content around Luna's main technologies -- fiber-optic testing, fiber-optic sensing, fiber-optic shape sensing and secure computing and communications -- as well as new technology development in sensing, health sciences and materials. The site is part of a brand overhaul that includes a new logo and tagline, "Defying Impossible," which speaks to Luna's quest to challenge convention and do things others have deemed too difficult to achieve.

"We have redesigned our image and created this new website to more effectively present the Luna brand, providing compelling content about what makes us stand apart," said My Chung, Luna's CEO. "As we move forward, we will continue to develop content and optimize the website's search potential to broaden our awareness, further strengthen our position in the market, reinforce and build our brand, and distinguish ourselves among competitors."

The website includes additional information about Luna's market segments and products and services. It also has content dedicated to investors.

The new look and reorganized content supports the company's strategy to be the leading provider of sensing systems for composite manufacturing, the leading supplier of fiber-optic sensing technology for robotic and non-robotic minimally invasive surgical systems, and the leading choice to ensure the integrity of integrated circuits used in defense systems.

The website better serves the company's growing customer base and strengthens its sales efforts through intuitive navigation, giving visitors easy access to technology solutions, product enhancements and new technology development. The new site aligns Luna's online presence with other marketing efforts that include public relations, media outreach, trade show participation and industry whitepapers.

"In the past investors, customers and other key audiences have not fully understood our remarkable capabilities," Chung said. "The new site, complementing our rebranding, presents this information more clearly and helps to educate website visitors about the benefits of our technologies and the value we bring to a marketplace searching for solutions."

About Luna

Luna Innovations Incorporated (www.lunainc.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 the markets it serves.

Source: Luna Innovations Incorporated

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