



Luna Innovations Names Jane Bailey as Vice President, Marketing & Communications

July 23, 2020

ROANOKE, Va.--(BUSINESS WIRE)--Jul. 23, 2020-- Luna Innovations Incorporated (NASDAQ: LUNA), a global leader in advanced fiber optic-based technology, today announced that Jane Bailey will join the company effective August 3, 2020 and will be named as Vice President, Marketing & Communications. As a member of the Company's executive team, Ms. Bailey will report to President and CEO Scott A. Graeff.

Ms. Bailey is the former vice president, marketing for GE Digital, where she spent the last two decades of her career. While there, Ms. Bailey was accountable for all global product marketing and customer advocacy functions for the organization's entire software portfolio. She managed a lean, high-performance team, delivering product-focused content for sales enablement, thought leadership, media and analyst relations, market research, partner marketing and enablement, as well as marketing communications including digital and internet marketing and social media. Ms. Bailey also led the group responsible for management and development of all aspects of customer advocacy. She is known as a collaborative, innovative and dynamic business executive with a focus on results as well as recruiting, developing and retaining top talent.

Mr. Graeff said, "We are very pleased that Jane Bailey, a corporate executive with deep experience in corporate communications, product marketing, sales support and customer advocacy, is joining our executive team. Jane comes to us from one of the world's most well-respected companies – GE Digital. She has experience collaborating and supporting global teams to drive results, including creating innovative approaches to increase lead generation and user conference attendance. This is an important position for us to add, as we look to continue to grow Luna's business, enabling the future with fiber. We welcome Jane to the team."

Ms. Bailey said, "I am excited to begin a new chapter in my profession with Luna, and look forward to working with the entire team to help drive results. I'm also thankful to have found an organization based in Roanoke, Virginia, where my family and I currently reside, so that we may remain an integral part of this vibrant community."

About Luna

Luna Innovations Incorporated (www.lunainc.com) is a leader in optical technology, providing unique capabilities in high-performance, fiber optic-based, test products for the telecommunications industry and distributed fiber optic-based sensing for the aerospace and automotive industries. Luna is organized into two business segments, which work closely together to turn ideas into products: Lightwave and Luna Labs. Luna's business model is designed to accelerate the process of bringing new and innovative technologies to market.

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 Luna's expectations regarding its continued growth, technical leadership and product capabilities. 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 Luna 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, without limitation, failure of demand for Luna's products and services to meet expectations, failure of target market to grow and expand, technological and strategic challenges and those risks and uncertainties set forth in Luna's Form 10-Q for the quarter ended March 31, 2020, and Luna's other periodic reports and filings with the Securities and Exchange Commission ("SEC"). Such filings are available on the SEC's website at www.sec.gov and on Luna's website at www.lunainc.com. The statements made in this release are based on information available to Luna as of the date of this release and Luna undertakes no obligation to update any of the forward-looking statements after the date of this release.

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