Heliospectra AB Replaces All of Pinkhouse Bloom LLC's HID/HPS Cannabis Cultivation Lighting With Heliospectra LX601C LED Grow Lights

(GÖTEBORG, Sweden/SAN FRANCISCO, CA, July 14, 2015) – Pinkhouse Blooms LLC., a leading cannabis cultivation and dispensary operation focused on high quality product development, strain diversity, energy efficiency and overall operational sustainability, has replaced all of their archaic lighting with Heliospectra's LED luminaires. Heliospectra AB (OTCQB: HLSPY, FIRSTNORTH: HELIO), a world leader in intelligent lighting technologies for plant research and greenhouse cultivation is honored to be working with Pinkhouse Blooms – a premium brand with tight quality and product control criteria.

Pinkhouse Blooms LLC has replaced all of its high intensity discharge (HID) / high-pressure sodium (HPS) lamps with Heliospectra's industry disrupting LX601C intelligent lighting. Both the vegetative and flowering grow rooms have been upgraded, allowing the facility more lighting control through the LX601C's intelligent software. The retrofit has been accomplished in stages, further indicating Pinkhouse's methodical approach to technology adoption.

"Like most smart growers, Pinkhouse is focused on the quality of their grown product. We have worked with Elliott, Ryan, Nick and the rest of the awesome staff at this Denver based, home-grown company to ensure that they see real, tangible results when implementing our technology. We couldn't be more thrilled to see Pinkhouse succeeding."
-Chris Walker, General Manager, Heliospectra AB.

With net revenue being the ultimate metric of a vertically oriented cannabis business, where lamp choice can make or break the overall sustainability of a business model, the choice of lighting is crucial. Pinkhouse Blooms has reputation for seeking out technology to reduce its environmental impact and lower the cost of goods sold. The Heliospectra LX601C delivers on light intensity, variable spectrum software, reduced electricity costs and heat dissipation.

"Pinkhouse tested our lamps alongside other lighting technologies and found what other growers are beginning to discover – the Heliospectra LX601C provides significant operational differentiations. Aside from obvious energy efficiency, when used in conjunction with our intelligent software, the lamp can cut multiple days off flowering, provide yields that are as good or better than traditional lighting and it can be ducted, further improving a grow operation's electricity load."
-Chris Walker, General Manager, Heliospectra AB

"Heliospectra is selling a very different LED grow light – truly a game changer for the industry. We've heard many claims and promises from LED manufacturers over the

years and it feels as though the industry has finally arrived. We approach technology testing as a survival tactic, so when we find something that works we tread carefully. Heliospectra has been nothing but educational, generous, professional and excited to work with Pinkhouse. The lamp's software provides my growers with new found flexibility, a competitive advantage in my revenue model and most importantly, our product array is as diverse as ever with chemical profiles only continuing to improve as we lock our genetics into appropriate Light Recipes."
-Elliott Klug, Owner, Pinkhouse Blooms LLC

About Heliospectra AB

Heliospectra AB (publ - listed on NASDAQ OMX First North HELIO ISIN SE0005933082 as well as North American ADR OTCQB: HLSPY Cusip: 423281104) (www.heliospectra.com) specializes in intelligent lighting technology for plant research and greenhouse cultivation. Heliospectra products are based on in-depth knowledge in plant physiology and photosynthesis along with a unique way to utilize modern LED technology. After six years of development in Sweden, the company has now begun to expand into the international market. The company has raised more than $ 15 million in venture capital and has received more than $2.6 million through academic scholarships and grants. It has also received numerous awards for its forward thinking technology. Principal owners: Weland Steel www.welandstal.se, Swedish Industrial Fund www.industrifonden.se, Midroc www.midroc.se, Wood & Hill Investment www.whab.se

Forward-Looking Statements

The statements in this press release constitute forward-looking statements within the meaning of federal securities laws. Such statements are based on our current beliefs and expectations and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are beyond our control. In addition, such forward-looking statements are subject to assumptions with respect to future business strategies and decisions that are subject to change. Potential risks and uncertainties include, but are not limited to, technical advances in the industry as well as political and economic conditions present within the industry. We do not take any obligation to update any forward-looking statement to reflect events or developments after a forward-looking statement was made.

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