

## Press Release

### iGROW Induction Lights Up University of Mississippi's Cannabis Research Facility

**CLEVELAND, OH (March 13, 2017)** — Cannabis research for medicinal purposes has been a hot topic that continues to gain momentum each day in both the business world and the media.

iGROW Induction Lighting, a Cleveland, Ohio, based agricultural lighting company, has ventured into this field. iGROW was recently selected by the University of Mississippi to redesign, update and provide ongoing consulting in their cannabis cultivation facilities.

The company brings extensive expertise in plant lighting and facility design to the university's project. In addition to the redesign and lighting conversion, iGROW will also be redesigning the university's tissue culture lab.

"We are very excited about the opportunity to work with the university and help with the upgrade of their research facility," said Eric Senders, a partner in iGROW, who along with iGROW's Agricultural Lighting Expert, Ari Seaman, has coordinated this project. "Without a doubt, the researchers at Ole Miss will see a huge difference in their new plants".

iGROW Induction lights have been scientifically proven to produce superior quality cannabis, and with an updated and state of the art facility design, research teams at the University of Mississippi will enhance cultivation of higher quality crops with consistent, predictable and dependable results. This will allow for the best possible research environment.

Since 1968, the University of Mississippi through its School of Pharmacy's National Center for Natural Products Research (NCNPR) has been the only federally licensed facility approved through the DEA to cultivate cannabis for research throughout the United States. The University of Mississippi and the NCNPR were once again awarded this contract in 2015.



Leading the team at the University of Mississippi is Dr. Mahmoud ElSohly, a research professor from the university's School of Pharmacy. Dr. ElSohly has been involved in the program at Ole Miss since 1976 and has been the director of its Marijuana Project since 1981.

According to Dr. ElSohly, the iGROW lighting system will allow the university to continue to provide the best quality research cannabis plant material to scientific investigators with the best tools available.

"Accuracy and efficiency is everything, and to do that proficient lighting is a key component," said ElSohly. "We are very much looking forward to the redesign and lighting conversion to iGROW Induction Lights in our labs.

It's critical that we have the highest quality lighting to be able to produce consistent results and gain an understanding of the drug's pharmacological properties.

#### **ABOUT iGROW**

*Using induction technology, iGROW Lighting combines the best-known plant science technology for plant production with the most efficient, longest lasting light available today. iGROW is available for both large commercial growers and the home hobbyist. Manufactured in the USA per FTC Buy American Act 41U S.C., and proud to employ American Workers, iGROW is the most widely tested and evaluated plant lighting source in the world. University and USDA experts all agree that there is now a plant light that will effectively grow crops while reducing energy, AND not change the bio-chemistry of the plant.*