

dissigno Wins Prestigious World Bank Lighting Africa Grant

Sustainable Lighting and Power Service Will Improve Education, Health and Living Conditions in Rural Tanzania

SAN FRANCISCO, May 22, 2008 - dissigno, a unique business development firm focusing on projects in the developing world, today announced it received a \$200,000 grant to implement its pedal power and lighting project in the Karagwe region of Western Tanzania.

The World Bank Group selected 16 companies and organizations from more than 400 applicants as winners of the Development Marketplace competition for their innovative products or services tailored to Sub-Saharan Africa's off-grid lighting market. dissigno and the other 15 winners will implement projects that offer affordable, clean, and safe off-grid lighting that improves access to lighting for people living without electricity across the region.

Currently, many families in the remote areas of the Karagwe region of Tanzania have no access to electricity and rely on homemade kerosene lanterns to illuminate their households in the evening. Besides the poor quality of light the lanterns create, burning kerosene indoors poses serious health issues. dissigno's project utilizes battery-powered lights supported by a pedal power generator that will be rented to community members at a price below current kerosene costs. The environmentally benign lighting will improve the quality of lighting, health and education and help to foster additional business opportunities in the community.

The finals of the competition took place during Lighting Africa 2008, the first global business conference for off-grid lighting in Africa, held in Accra, Ghana, from May 6 to 8, 2008. The conference is part of the World Bank Group's Lighting Africa program, which aims to mobilize the private sector to provide modern off-grid lighting to more than 250 million people in sub-Saharan Africa by the year 2030.

About dissigno

dissigno builds sustainable enterprise opportunities in constrained communities through innovation, creativity and partnership creation. dissigno's expert multi-disciplinary team manages the complex arrangements in the fast-paced, often turbulent global environment to stimulate economic opportunities for community and stakeholder benefit.

www.dissigno.com.

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