



LIGHTWAVE LOGIC™

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Lightwave Logic Retains Cameron Associates as Investor Relations Advisor

Newark, Delaware – July 14, 2009: Lightwave Logic Inc. (OTC Bulletin Board: LWLG) a technology company focused on the development of electro-optic polymer materials for applications in high speed fiber-optic telecommunications and optical computing, today announced that it has retained Cameron Associates, Inc. as its investor relations advisor. Cameron is a 30+-year-old New York-based, full-service investor relations firm that represents a wide variety of publicly-held companies in the U.S. The firm has a wealth of experience representing growing emerging companies.

“The Lightwave Logic story is compelling, and will become more so, as we reach a number of key milestones in the months and quarters ahead,” said Jim Marcelli, Chief Executive Officer of Lightwave Logic. “The completion of our initial prototype phase modulator anticipated this quarter is one of a number of steps in our plan to execute on the most appropriate first applications for our game changing organic polymer material platform within the electro-optical material marketplace.

“Cameron will assist Lightwave with framing its story and engaging the investment community to ensure a greater understanding and appreciation of Lightwave’s ‘Next Generation Electro-Optic Material Platform’ and the company’s strategy for its development and commercialization,” concluded Mr. Marcelli.

Additional information about Cameron Associates can be found on the company’s web site at www.cameronassoc.com.

About Cameron Associates. Inc.

Founded in 1976, Cameron Associates, Inc. is a New York City-based, full-service investor relations firm providing strategic counsel to a select group of public companies. The firm is particularly focused on assisting emerging companies in the U.S. who need guidance in achieving key business goals, such as improved visibility and reputation in the equity markets, proper positioning of complex financial transactions, and communicating critical corporate issues.

About Lightwave Logic, Inc.

Lightwave Logic, Inc. is a development stage company, moving toward prototype demonstration and commercialization of its high-activity, high-stability organic polymers for applications in electro-optical device markets. Electro-optical devices convert data from electric signals into



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optical signals for use in high-speed fiber-optic telecommunications systems and optical computers. Please visit the Company's website, www.lightwavelogic.com, for more information.

Safe Harbor Statement

The information posted in this release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these statements by use of the words "may," "will," "should," "plans," "explores," "expects," "anticipates," "continue," "estimate," "project," "intend," and similar expressions. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. These risks and uncertainties include, but are not limited to, general economic and business conditions, effects of continued geopolitical unrest and regional conflicts, competition, changes in technology and methods of marketing, delays in completing various engineering and manufacturing programs, changes in customer order patterns, changes in product mix, continued success in technological advances and delivering technological innovations, shortages in components, production delays due to performance quality issues with outsourced components, and various other factors beyond the Company's control.