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Press Release

Dairy Queen Endorses SpellBrite's "Click-Together" Signage System!!!

Revolutionary signage system approved by Dairy Queen Corporate already paying off in increased sales for franchisees

Chicago, IL – January 13, 2016: iLight Technologies today announced that Dairy Queen, one of America's first food franchises, has approved the use of SpellBrite's revolutionary "click-together" signage system as a marketing tool for its 6,000 restaurants worldwide. Corporate approval means that SpellBrite signage can now be used by individual franchise owners to market/advertise their stores to the general public. To receive this approval, SpellBrite needed to pass a stiff evaluation based on a series of criteria, including the following: Quality, Effectiveness, Ease of Use, Safety, and Cost.

"Dairy Queen Franchisees are reporting outstanding sales increases when using SpellBrite to advertise their special promotions and unique offerings," said Sean Callahan, CEO of iLight Technologies. "An ultra-bright sign highlighting a compelling message truly does drive more sales."

SpellBrite's system allows entrepreneurs from all types of industries to create unlimited messages to market their products. The innovative system contains an environmentally-friendly "click-together" set of LED characters that have the striking, bright look of neon without the cost or the dangers/risks inherent with glass neon construction. SpellBrite's 44 letters, numbers and characters are interchangeable, allowing anyone to create an ultra-bright message that can be changed at any time.

Franchise owners across many different industries have witnessed increased sales after using SpellBrite's signage. Some such franchises are Ace Hardware, State Farm, Pizza Hut, Dunkin Donuts, and Liberty Tax. Testimonials to SpellBrite's effectiveness are received daily by iLight Technologies. For ex.,

Gary Ainsworth of Metals Supermarkets in Woburn, MA: "We're in a light industrial area, with everything from construction to industrial repair companies. There is a lot of traffic from folks in high tech and other industries, the trades, and contractors of all types. The sign's contrast and brightness catch people's attention and many folks said after driving by a number of times, they noticed us only after the signs were installed. The first sign probably paid for itself immediately."

SpellBrite was born from the technology developed by iLight, a pioneer and leader in innovative LED illumination solutions. Founded in 1999, the company's award-winning legacy of exceptional lighting products are known for high brightness and smooth even glow. The company currently holds more than 100 patents in the U.S. and international markets. SpellBrite was introduced in 2012. Retailers and restaurant owners quickly grasped the benefits of the signage system; SpellBrite was named a

Retailer Top Pick at the 2012 NACS trade show and Best New Product at the 2012 ISA International Sign Expo. In 2013 iLight received the Chicago Innovation Award for SpellBrite.

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