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## Press Release

### SpellBrite Launches Three New Colors via Kickstarter Campaign

Chicago, IL – April 10, 2019 –

“As SpellBrite’s success has increased, the requests for colors in addition to red has become overwhelming,” stated Sean Callahan, CEO of SpellBrite. “Based on customer requests and market surveys, our customers enthusiastically want us to add Blue, White and Green SpellBrite.”

Callahan continued, “To celebrate the introduction of the new colors, we decided to launch them through a Kickstarter campaign. This has two big advantages: we can offer customers a tremendous, one-time discount on the purchase, or pledge as Kickstarter calls it. And we get to determine the initial demand in advance so we can be efficient in our initial production run. We’re very excited about the Kickstarter launch on Wednesday, April 17.”

How much can customers save? SpellBrite is planning special, one day only, discounts of 35-40% to pledgers on the first day of the campaign, April 17.

SpellBrite is a modular sign system that looks like neon but used LEDs, and thus, has all the benefits of LEDs. Since it is a “click-together” system, customers can create any message they want and change it any time.

With its flexibility, durability and environmentally-friendly design, customers are buying SpellBrite for both business and personal use – it could be in a restaurant window promoting \$3 PIZZA SLICES, or standing on the shelf in a child’s bedroom glowing JOHN, the child’s name. However, until now SpellBrite has only been offered in red.

The SpellBrite sign system allows businesses and consumers to create unlimited messages in just moments. 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 and risks inherent with hot, heavy, fragile glass neon signs. SpellBrite's 44 letters, numbers and characters are interchangeable, allowing anyone to create an ultra-bright message that can be changed at any time. The benefits of SpellBrite include:

- **Neon Look:** SpellBrite signs look like neon signs, but have all the benefits of LEDs – the light from the individual LEDs is diffused into a smooth, bright line of light.

- **Unmatched Flexibility:** Sign owners can build any sign message and change it in minutes with SpellBrite's innovative, click-together design.
- **Eye-Catching Animations:** Each line of a sign can be set to flash, pulse or static – consumers can choose from eight animation options.
- **Dimming:** Each line on a sign can be dimmed independently, with 6 settings from ultra-bright to night-light dim.
- **Durable:** Constructed with LEDs and impact-resistant materials for its housing, SpellBrite is prepared for that accidental drop or impact.
- **Big Savings:** At the regular retail price, customers can save 50% or more compared to a similar neon sign.
- **LED Technology:** SpellBrite signs use Ultra-bright LEDs and are low voltage, durable and cool to the touch.

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.

Access our Newsroom page: <https://www.spellbrite.com/newroom>

Our Kickstarter campaign link:

<https://www.kickstarter.com/projects/1827659811/1856273661?ref=590769&token=7abf18fe>

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