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## Press Release

### **SpellBrite Kickstarter Launch Exceeds Goal by 300%**

**Chicago, IL – April 22, 2019 –**

SpellBrite, a “click-together” sign system by iLight Technologies has exceeded projected results by 300% to-date for its Kickstarter campaign to launch new SpellBrite colors. With more than 5 weeks remaining on the campaign, the SpellBrite teams is optimistic that it will achieve additional thresholds.

Proving that Kickstarter is a powerful tool for accelerating, not just starting, business growth, the campaign has won widespread support by asking the SpellBrite community whether SpellBrite should add new colors for the popular click-together, neon-look signs.

“We achieved our goal in the first day of the campaign, and within several days have exceeded it by over 300%, raising \$42,000. With weeks left on the campaign, we are optimistic that many more folks will learn about SpellBrite and take advantage of the incredible deal we are offering on Kickstarter” said Sean Callahan, CEO of SpellBrite. “Having met our goal, we are eagerly working to launch three new SpellBrite Colors: green, blue or white. We look forward to delivering these colors to our SpellBrite backers.”

The SpellBrite team fueled the product expansion with an awareness campaign that used new media to propel results for a classic American manufacturer.

“We took a unique approach leading up to our Kickstarter launch. We may be an established manufacturing company, but we used social media (Facebook, Instagram and Twitter) along with conventional email, to stoke anticipation for the new color campaign,” said Callahan. He added that 75% of the company’s Kickstarter pledges resulted from it came our social media efforts above our normal email communications.”

iLight intends to continue the campaign to capture even more customer commitment and feedback as to through the end of May.

To see the ongoing SpellBrite Kickstarter campaign:

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

For more information about SpellBrite and iLight, please visit the company newsroom::

<https://www.spellbrite.com/newsroom>

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.

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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