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Press Release

GOODBYE NEON!

iLight Announces Kickstarter Campaign for **PORTABLE** SpellBrite® LED Signage System

Develops a durable, changeable, and portable product for individuals to express themselves

Chicago, IL - April 6, 2015: iLight Technologies today announced a 45-day Kickstarter campaign to deliver its portable SpellBrite LED Signage System to the general public. SpellBrite's portable system allows individuals to express themselves using an environmentally-friendly "click-together" set of LED battery-operated characters that has the striking, bright look of neon without the dangers and 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.

Tell Mom she is the greatest on Mother's Day. Cheer on your favorite baseball team on Opening Day. Announce your restaurant's "Daily Dinner Specials". You create the message; SpellBrite makes it a reality.

iLight Technologies is seeking \$45,000 to fund the development of a compact, high quality SpellBrite AA Battery Pack to make any SpellBrite sign portable. SpellBrite signs are lightweight and durable – a typical 10 character sign is less than 3 pounds. With a battery the user can take a SpellBrite sign virtually anywhere: parties, sporting events, rallies, parades, concerts, tailgating, and more. Here is the link to the Kickstarter Campaign page:

<https://www.kickstarter.com/projects/1827659811/spellbrite-personalized-led-signs-that-look-like-n>

"For more than a century, people have used neon signs to draw attention and create an impact" said Sean Callahan, CEO of iLight Technologies. "Now you can express yourself in the same impactful way, but with a durable, changeable, and portable product."

"From a brand perspective, it's been a fascinating opportunity to take a highly innovative product and develop a new application for the product to a vastly different audience," said Monogram Group President Scott Markman. Monogram Group is Spellbrite's branding agency, handling all marketing

and promotions for the brand. "We've had great fun developing this as a self expression medium, not that dissimilar to Twitter, but a HELLUVA lot brighter!"

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.

Twitter: <https://twitter.com/SpellBrite>

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