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Press Release

SpellBrite Sales Jump 60% in 2015

One week after announcing Ace Hardware endorsement, iLight Technologies announces major increase in sales of revolutionary signage system for past year

Chicago, IL – December 15, 2015: iLight Technologies today announced that SpellBrite, the tech firm's revolutionary "click-together" LED signage system witnessed a 60% increase in sales since January 2015. The signage system's sales jump is a reflection of its growing use across a variety of industries, including food services, convenience stores, automotive, and hair and nail salons.

"Business owners are quickly learning that SpellBrite's flexibility of use and its low cost makes it the ideal instrument to market their businesses," said Sean Callahan, CEO of iLight Technologies. "No matter the industry SpellBrite will grab the attention of your consumers."

Last week iLight Technologies announced that Ace Hardware, one of America's oldest and most respected retailers, approved the use of SpellBrite for its 4,600 + locations worldwide. Corporate approval means that SpellBrite signage can now be used by individual franchise owners and dealers 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.

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.

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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