

Permlight Products, Inc. - *Backgrounder*

Founded in 1995, Permlight Products, Inc. is a leading designer and manufacturer of high-powered, LED light engines for use in signs and luminaires. And nearly 14 years post-inception, Permlight continues to lead the way in LED technology, using patented thermal management techniques to create light engines that are brighter, more efficient and longer lasting.

Permlight's team of inventive engineers draw upon a wealth of experience and broad patent portfolio to collaborate with the world's leading luminaire brands and sign manufacturers to create brilliant lighting solutions.

Two Divisions: One Collaborative Goal

Permlight Products' innovative LED designs are offered through two divisions: *Brillia* is dedicated to expanding the boundaries of general illumination by partnering with the world's leading brands and manufacturers of lighting fixtures. *Permlight for Signs* develops high-powered LED systems for illuminated signs. Each benefits from shared R&D, manufacturing and purchasing capabilities.

Brillia

Permlight Products' Brillia brand creates efficient light engines using patented LED technology, tested and proven throughout the years. Brillia collaborates with luminaire manufacturers to bring LED-based luminaires to market quickly, effectively and with lower cost for both commercial and residential markets. By partnering with customers to better meet their individual requirements, Brillia is enabling a new era in solid-state lighting by helping to produce luminaires that are not only energy-efficient, but cost-competitive and environmentally friendly.

Permlight for Signs

With the launch of Permlight for Signs, the company deepened its commitment to this important market, working to bring superior products to market with unmatched speed while partnering and collaborating with its customers to create brilliant signage solutions. Its patented thermal-management techniques have positioned Permlight as an industry-leading source of energy-efficient lighting.

LED technology for signs is a cost-effective, safe substitute for neon and compact fluorescent, which both contain biohazardous materials that are dangerous and pose disposal challenges. And with LED technology rapidly replacing neon in most channel lettering, sign manufacturers and distributors have turned to Permlight for Signs to help meet demand for energy-efficient, non-toxic signage lighting that shines brighter, lasts longer and is more affordable.

With industry experts projecting that LEDs will supersede more conventional forms of illumination for most commercial and residential applications by 2020, Permlight Products Inc. is strategically positioned to lead this growth.

To learn more about how Permlight Products, Inc. is providing brilliant lighting solutions that reduce power consumption, save money, and generally improve people's quality of life, visit www.Permlight.com. Additional information can be found at www.BrilliaLED.com and www.PermlightforSigns.com.