

**FOR IMMEDIATE RELEASE**

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**ILIGHT TECHNOLOGIES INTRODUCES  
REVOLUTIONARY LINEAR LIGHTING SYSTEM**

**CHICAGO** – June 10, 2002 – When people see Plexineon™ from iLight Technologies, they don't look twice. It glows like neon, curves like neon, and draws attention the same way neon does.

But it's not neon.

Plexineon applies light emitting diode (LED) technology in a completely new way. It is extremely durable under all conditions; operates at low voltage with minimal power draw; is cool to the touch; and has a lifetime of up to 180,000 hours.

Plexineon also offers a range of design options, making it one of the most versatile linear lighting systems ever to hit the market. It can be used in long straight pieces; connected to make one continuous piece; factory-bent tightly into letters or curves; cold bent in the field into gentle waves or arcs; have mitered edges; and be bent convex or concave.

Plexineon goes everywhere glass neon does – and way beyond. Like traditional neon, it can be used for outdoor architectural trim, interior cove lighting, and signage. As well,

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iLight Technologies  
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New Linear Technology

Plexineon™ can also be used in a wide variety of additional situations: in wet locations, embedded in a floor or ceiling, as part of a gaming machine, inside commercial freezers, and on displays within reach of the public.

After two years of development, Plexineon is beginning to be used by a wide variety of major companies. Applebee's, Checkers/Rally's, Logan's Roadhouse, Sonic, Wendy's, and White Castle are using Plexineon for exterior trim and for signs. Gaming machine manufacturers are working to develop new gaming prototypes using Plexineon technology in their machines. As a newly approved vendor for Miller Brewing Company, iLight has just introduced a lit bottle display with chasing lights which is being used by bars and restaurants to highlight Miller products.

Plexineon products are made and sold directly by iLight Technologies. iLight is also collaborating with sign manufacturers, architectural firms, construction firms, lighting designers, point-of-purchase, and retail and exhibit display firms.

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### **About iLight Technologies**

iLight Technologies Inc. ([www.ilight-tech.com](http://www.ilight-tech.com)) is a creative engineering and lighting technology company. iLight designs, manufactures and sells next-generation light emitting diode (LED) linear lighting systems using the latest technologies. For more information, contact Elizabeth Randgaard at 847.714.9933 or [erandgaard@ilight-tech.com](mailto:erandgaard@ilight-tech.com).