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## **Britten, Inc. Introduces World's First Illuminated Banners Using CeeLite LEC Technology**

*BannerBright™ is Shedding a Whole New Light on the World of Banners*

**TRAVERSE CITY, MI, April 21, 2008** – Britten, Inc., a leading provider of large-scale, full-color banner solutions, is introducing the first internally illuminated banner solution using Britten's patented systems, BannerBright™. Using the platform Light Emitting Capacitor (LEC) technology from CeeLite, Inc., Britten is the certified manufacturer of these backlit/illuminated banner systems for indoor and outdoor applications. Britten intends to utilize CeeLite® LEC panels to illuminate banners of all types, including street pole banners, ceiling displays, stadium and arena ceilings, airport displays and concert backdrops. The product was previewed last week at the National MainStreets Conference in Philadelphia ([www.mainstreet.org](http://www.mainstreet.org)).

"We envision this product changing the way our customers think of banners," said Paul Britten, president and CEO, Britten. "They'll be able to bring their messages to life and get their brand essence across in a very unique and compelling way."

BannerBright illustrates a market changing development that is only possible with the platform LEC technology. Until now, banners could be illuminated only by using indirect lighting. LEC technology is conceptually different from existing lighting sources and represents a separate category of products from anything currently available in the lighting industry. LEC panels are thin (approximately one millimeter thick), flexible and



lightweight light sources that may be used on flat or curved surfaces to illuminate the surface itself and, in conjunction with graphics or films, to provide illuminated advertising, signs and architectural surfaces. CeeLite's LEC panels may be manufactured in a variety of custom shapes and sizes up to 18 square feet.

When combined with other Britten technologies such as BannerSaver wind-spilling brackets or BannerDrop Display technologies, BannerBright has the potential to create entire new categories and uses for banners. The LEC panels will allow Britten to activate/illuminate banners remotely to create "trick" lighting that can fade in and out, flash, remain steady, and even adjust brightness as the evening turns from day to dusk to night. The possibilities are endless.

"I believe this product will change the banner market overnight," said Michael Binder, EVP Business Development, CeeLite, "And of course they'll continue to get the professional-looking, attention-grabbing results they expect from Britten."

BannerBright will be commercially available in the summer of 2008.

### **About Britten**

The leading provider of high-quality, large-format, full-color banner solutions, Britten has been a trusted partner of some of the world's best-known and most discerning companies, helping them gain international brand visibility and credibility for more than 20 years. At its 125,000-square-foot facility in Traverse City, Michigan, more than 170 experienced professionals continue to drive the cutting edge in banner design, production and installation. Its unrivaled capabilities, culture of innovation and unmatched commitment to customer satisfaction put Britten at the forefront of our industry and make it the smart choice of business of all sizes. To learn more, visit [www.brittenbanners.com](http://www.brittenbanners.com) or call 1-800-426-9496.

### **About CeeLite®**

Headquartered in Blue Bell, PA, CeeLite is an innovator in researching, developing and commercializing Light Emitting Capacitor (LEC) technology. CeeLite LEC panels are



thin (approximately one millimeter thick), flexible and lightweight light sources that may be used on flat or curved surfaces to illuminate the surface itself and to provide illuminated advertising, signs and architectural surfaces. LEC technology is distinct from existing lighting sources and is considered to be a separate category of products from anything currently available in the lighting industry. CeeLite LEC technology is an award-winning platform technology that can be easily configured to work with existing technologies, therefore enabling its delivery and use in a large number of end-use products. The platform LEC technology was named one of the “Best Inventions 2006” by Time Magazine, one of the “Products of the Year 2007” by Electronics Products Magazine, “Editors Choice Top 100 Products 2007” in Buildings Magazine and the “Green Company Executive Award 2008” by Emerald Asset Management. For additional information, please visit the CeeLite Web site at [www.ceelite.com](http://www.ceelite.com).

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