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**FOR IMMEDIATE RELEASE**

**CEELITE PROVIDES LEC TECHNOLOGY FOR  
GRAMMY AWARD-WINNING HIP-HOP GROUP**  
The Roots Dazzle Industry Greats at Pre-Grammys Jam Session

**Blue Bell, PA (Feb. 12, 2007)** – Although the Grammy Awards show was the main attraction last night, it was CeeLite’s award-winning LEC technology that took center stage at the pre-party – *literally* – with a sound-activated illuminated drum set and 3’ x 30’ backlit stage signage for The Roots, a Grammy award-winning Philadelphia-based hip-hop group. The band, famed for a heavily jazz-influenced sound and live instrumentation, held its fourth annual “Pre-Grammys Jam Session” at The Key Club Saturday night attended by some of the hip-hop community’s most influential artists and supporters such as Anita Baker, India.Arie, Matisyahu, The Family, Fall Out Boy, Dave Chappelle and Will.I.Am of the Black-Eyed Peas.

“CeeLite is thrilled to be a part of this inspiring band’s performance,” Gabrielle Santulli, marketing director of CeeLite, said. “The Roots’ Pre-Grammys Jam Session introduced the LEC-illuminated drums and signage that will be used on the tour. We can’t think of a better place to make their debut than in front of some

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of the industry's heaviest hitters. We are so excited that LEC technology enables musicians a memorable way to express themselves on stage."

"The drums look great. I've never seen anything like them before," drummer Ahmir "Questlove" Thompson said. "You can put CeeLite anywhere; there are no limits to where you can put it. I'm just glad we were able to use this technology on tour before everyone else gets a hold of it," he added.

These unique Light Emitting Capacitor (LEC) panels are mounted onto the exterior of each Yamaha drum. An "artic camouflage" translucent graphic covers each LEC panel creating a new trend in the music industry. CeeLite's Flatline Inverters power the LEC panels at 25 percent brightness throughout the duration of the set. When Questlove strikes the drums, the brightness increases to 100 percent and then decreases back down to 25 percent. Flash durations also range from 0.2 to 0.4 seconds in order for the illumination to be in sync with 1/16 and 1/32 drum rolls.

The 3' x 30' backlit signage is suspended behind Questlove and consists of five 3' x 6' LEC panels spelling out R-O-O-T-S with "The" above the "R". The Roots can illuminate the LEC panels to the beat of their music.

CeeLite's flexible LEC panels, recently named one of *TIME Magazine's* "Best Inventions of 2006," and *Electronic Products Magazine's* "2006 Product of the Year," can be programmed to dim, fade and flash. The panels are compatible with DMX Protocol in order to create full-scale, interactive lighting shows at a concert or nightclub.

The company's LEC technology encompasses proprietary shielded three wire panels, highly advanced, programmable UL listed inverters and packaging options. The LEC panels are constructed with higher quality SYLVANIA

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phosphors sandwiched between a series of electrodes and screen printable, recycled compositions. The application of AC voltage generates a changing field within the phosphors causing the phosphors to emit light.

CeeLite's LEC panels offer many benefits: the panels are paper-thin, offer 99 percent uniform surface illumination, consume little power and generate no heat.

CeeLite's LEC panels turn any surface into a light source. The LEC panels can be used for both indoor and outdoor applications, including bus advertising, street intersection signage and window displays.

Recent CeeLite applications include a massive interactive illuminated window display featuring Madonna at H&M's New York City flagship store, the CNN Headline News set, Moog synthesizers, and the Rock & Republic catwalk at NYC's Spring 2007 Fashion Week.

**About CeeLite:**

Headquartered in Blue Bell, PA, CeeLite is the world's first commercial manufacturer of Light Emitting Capacitor (LEC) technology that is destined to redefine the way light is being used across industries. CeeLite creates new markets where lighting was previously impossible in addition to replacing traditional backlit applications. The company's LEC products provide flawless surface illumination as the result of major research and development engineering advancements. CeeLite's first product to market was the flat, flexible lightbulb, which ranges in size up to 3' x 6'. Typical applications include bus advertising, window signage and street intersection signage. For additional information, product samples or to locate an Authorized Distributor, please visit the CeeLite Web site at [www.ceelite.com](http://www.ceelite.com).

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