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FOR IMMEDIATE RELEASE

**FIRST CEELITE LEC-ILLUMINATED STREET SIGNS IN PENNSYLVANIA
INSTALLED IN HISTORIC WEST CHESTER**

Signs with LEC technology improve driver and pedestrian safety without detracting from historic village charm

West Chester, PA (May 28, 2008) – A distribution agreement between Signal Service, Inc. of West Chester, PA and CeeLite, the manufacturing innovator in researching, developing and commercializing Light Emitting Capacitor (LEC) technology will help bring LEC-illuminated street signs to a five-state area. Signal Service is the first company to bring the new street intersection signs to market in Pennsylvania with the first installation now completed in the trendy historic shopping district of West Chester.

“We are very pleased to be the first company in the region offering the new illuminated street signs,” said Joseph D. Ferguson, President of Signal Service, Inc. “The street intersection signs, utilizing the CeeLite LEC technology, offer night-time visibility allowing drivers to make earlier decisions. In turn, that makes the intersections safer.” The distribution agreement includes Pennsylvania, New York, New Jersey, Delaware and Maryland.

The first installation of the LEC illuminated signs in West Chester are at the intersections of High and Gay streets and High and Market streets. Both intersections are highly trafficked by both vehicles and pedestrians.

"Without being obtrusive, these new signs provide our motorists with instant street
more....



Signal Service/Ceelite, add one....

identification, even in adverse conditions," said Malcolm Johnstone, Executive Director of the West Chester Business Improvement District. "They look great! I'm sure it's only a matter of time before every community is using them."

The CeeLite LEC illuminated street intersection signs are less than ¼ inch thick, very lightweight and extremely durable, thanks to a licensing agreement with Eastman Chemical Company for its Eastman Encapsulation Technology™.

The product match ensures that the LEC illuminated signs are not subject to failure from vibration or water entry. CeeLite LEC technology costs only pennies a day to operate in street sign applications due to its low power consumption. The LEC illuminated signs are remarkably visible at night and in inclement weather, yet do not glare or create a distraction to drivers or a visual nuisance to the community.

"This is just another truly innovative application of the CeeLite LEC technology," said Gabrielle Santulli, Vice President of Marketing for CeeLite. "These LEC illuminated street signs factor in public safety while maintaining the visual integrity of the surroundings. We are very pleased to work with Signal Service, a neighboring Pennsylvania-based company, to market the product in such an important region of the country."

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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), 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 as 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.

ABOUT SIGNAL SERVICE, INC.

Signal Service, Inc. was established in 1955. Headquartered in West Chester, they employ a professional staff of twenty-seven, and have over fifty years experience in all aspects of the Traffic Control Industry. Signal Service, Inc. has supplied and/or installed equipment throughout the State of Pennsylvania as well as Delaware, Maryland, New Jersey, New York, Ohio, Virginia, and West Virginia. Currently, our Sales Territory is Pennsylvania, New Jersey, Delaware, Maryland, and New York. In addition, they maintain over one thousand intersections in the Eastern portion of Pennsylvania. <http://www.signalservice.com/>

Editor’s Notes:

Caption(s): CeeLite LEC illuminated street signs offer superior night time or inclement weather visibility without glare making traffic intersections much safer for drivers and pedestrians alike.