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## First Apparel with Back-lighted Graphics Announced by American Light

Back-Lite(TM) jackets feature custom graphics illuminated by thin, flexible light panels located inside the jackets. Positioned as unique corporate gifts and high-impact promotional tools for advertisers and guerilla marketers

CAPE CORAL, Fla., Dec. 13 /PRNewswire/ -- American Light, LLC has introduced Back-Lite(TM) jackets, the first apparel incorporating translucent custom-printed graphics illuminated from behind by thin, flexible light panels. The proprietary design features a 16 square inch CeeLite LEC (Light Emitting Capacitor) light panel located inside the back of each jacket. Promotional graphic applications include corporate and team logos, photos and advertising messages in color, 3-D and lenticular motion.

"We're thrilled by the reactions our jackets have generated at night time sporting events, concerts and nightclubs," says Back-Lite jacket inventor Gary Shaffer, President of American Light. "A backlit image on one of our jackets is visible from a distance of up to 500 feet depending on the design, so it draws a lot of attention. When we add 3-D or lenticular motion to the graphics, the jacket creates even more buzz."

Worn at venues by company sales reps or promotional models, Back-Lite jackets are an effective tool to boost brand awareness or aid in distribution of promotional flyers and product samples. They are also offered as corporate gifts. A quick-change graphic feature allows owners to remove and replace graphics at any time. Additional graphics can be printed at home or work on ink-jet printers using store-bought transparency film. The company also offers a selection of pre-printed graphics on its Web site, Back-Lite.com.

Back-Lite jackets were developed by American Light, LLC and incorporate CeeLite LEC light panels. The 15,000 hour-rated panels produce no heat and provide up to 100 hours of illumination on three AA batteries contained in a concealed power pack. In November 2006, the light panel technology was named by TIME magazine as one of the "Best Inventions of the Year".

Back-Lite jackets are currently available in stonewashed, blue denim; men's sizes small through XXL; with four light panel shapes: round, oval, square and rectangle. Retail list price is \$179. For more information or wholesale inquiries call (239) 945-1454 or visit <http://www.Back-Lite.com>.

About American Light, LLC:

Back-Lite(TM) apparel is manufactured exclusively by American Light, LLC a privately-held corporation based in Cape Coral, Florida. The company plans to introduce additional clothing and accessories by early 2007. The Back-Lite system design is patent pending.

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SOURCE American Light, LLC

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