

Dispatches

Calling All Single Ladies

Salt Lake City, Utah—"I'm Lance, Let's go out!" reads the message on a new billboard. According to *deseretnews.com*, the billboard is advertising Lance Archibald, a former college basketball player and Harvard business school graduate. The billboard directs interested women to a Web site where they can make a "submission" for a date. So far, the site has received 1,500 hits.

Friends and co-workers came up with the idea while in the office of LogoWorks, where Archibald works as the director of marketing. "It kind of came out of discussions we had, that Lance is such a good guy but not married," LogoWorks CEO Morgan Lynch said, according to the online news journal.

The Web site shows a video of Archibald's reaction upon seeing the billboard. "A good part of my day is spent explaining this to people," Archibald said. "The thing I want people to know is...It wasn't my idea."

—Lori Androzzi

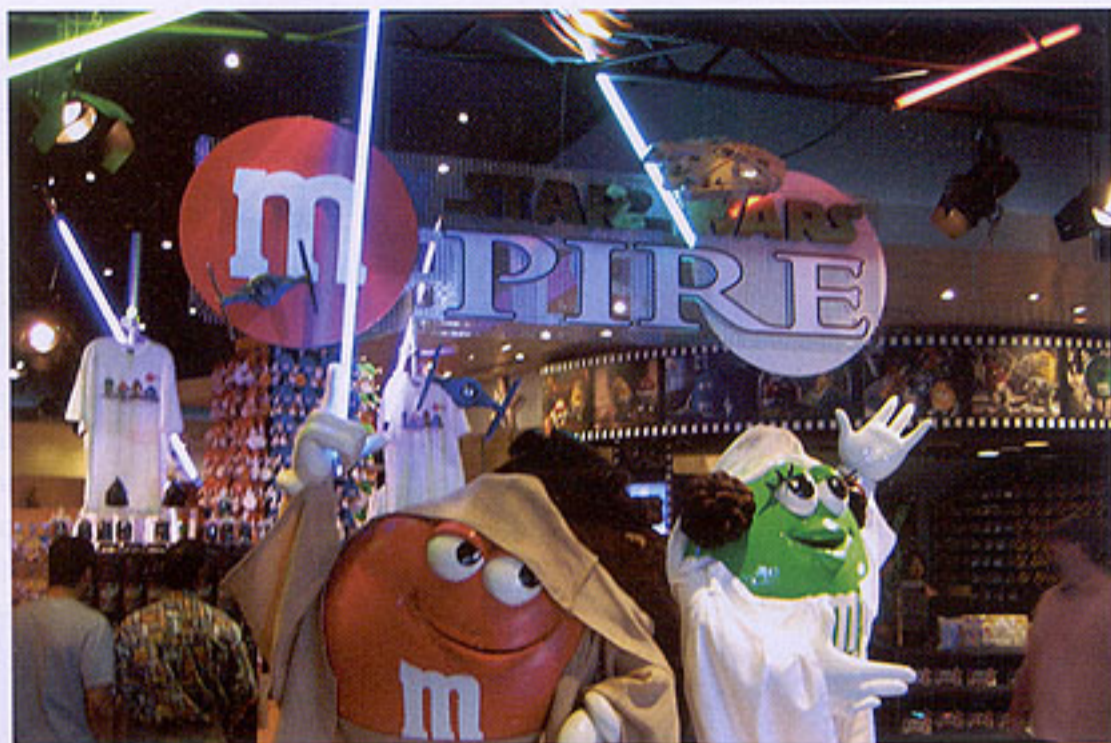


Photo by WAY-LIGHT.

High-light-ing Point-of-Purchase Applications

Laguna Niguel, California—New projects are flying out the door at Way-Light®, and display manufacturing companies and designers are using the brightly colored fluorescent Light-Stick lamps in a variety of creative ways.

The M&M® characters teamed up with Way-Light for an Ethel M Chocolates *Star Wars* promotion at a retail store in Las Vegas (pictured). Doug Phillips, visual merchandising manager of Ethel M Chocolates, Inc. (a Mars Company) in Henderson, Nevada, said outfitting the candy figures with Light-Sticks was a snap. "The Way-Lights did indeed 'make' the visuals," he remarks. "I'm very happy with the product, and I plan to use more in other applications."

The Light-Stick-enhanced display was so unique, Phillips reported that many people were drawn to the bright light accents, thereby increasing traffic and sales.

Elsewhere, a major New York department store wanted to draw attention to its cosmetics section, so it turned to Light-Sticks to brighten up its counters. Estée Lauder featured the lilac-colored deco-style lamps grouped in clusters throughout the department in large vases with a brilliant-looking result.

"It's exciting to see how our clients are using Light-Sticks for point-of-purchase applications that are so different from anything I've seen before," exclaims Way-Light President Sandy H. Miller.

Other recent projects include a bank of windows on Third Avenue in Manhattan for a Bloomingdale's "White Story" clothing display, an impressive chandelier-effect installation for an IBM tradeshow featuring 1,500 white Light-Sticks, and a horizontally-mounted orange-and-white lamp ceiling design at The Bay department store in downtown Toronto.

For more information about Light Sticks and the Way-Light Systems, visit www.way-light.com.