



## PRESS RELEASE

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### NEW WAY-LIGHT PROJECTS HIGHLIGHT DISPLAY AND POINT-OF-PURCHASE APPLICATIONS

LAGUNA NIGUEL, CA, JULY 29, 2005: New projects are flying out the door at Way-Light and display manufacturing companies and designers are using the decorative 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 M&M's World in Las Vegas. Doug Phillips, Visual Merchandising Manager of Ethel M Chocolates, Inc. a division of Masterfoods Inc. (a subsidiary of Mars) in Henderson, NV said outfitting the candy figures with Light-Sticks was a snap. "The Way-Lights did indeed 'make' the visuals. I'm very happy with the product and I plan to use more in other applications," Phillips remarked. The display was so unique he reported many people were drawn to the bright light accents, increasing traffic and sales.

A major New York department store wanted to draw attention to their cosmetics section and Light-Sticks were the perfect detail to brighten up their 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 Sandy H. Miller, President of Way-Light®.

Other recent projects include a bank of windows on 3<sup>rd</sup> Avenue in Manhattan for a Bloomingdale's "White Story" clothing display, an impressive chandelier-effect installation for an IBM trade show with 1,500 white Light-Sticks, a horizontally-mounted orange and white lamp ceiling design at The Bay department store in downtown Toronto, and custom made desk-top lamps for all of BMW's MINI Cooper dealerships' service and parts departments.

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Light-Sticks and the Way-Light® Systems are brightly colored, deco-style fluorescent lamp products with numerous commercial and residential applications. To find out more about Light-Sticks and the Way-Light® Systems and for display options, technical information and pricing, please visit [www.way-light.com](http://www.way-light.com).