



ThinkLite brings 'brightest trade show booth ever' to Athletic Business Conference.

Natick, Massachusetts- November 15, 2014- The Athletic Business Conference (ABC) and Trade Show annually attracts nearly 3000 attendees in the sports, fitness, and recreation from nearly every state as well as attendees from over twenty countries. This year's event in Orlando, November 13-14, was the first ABC where ThinkLite, the global lighting efficiency company, exhibited, to great success.

'Our objective' said Dinesh Wadhvani, ThinkLite CEO, was to provide decision makers an exceptional alternative to the high price of lighting sports facilities, recreation centers and health clubs. That's why we came with a booth that many attendees said was the brightest trade show booth they had ever seen!"

On display was ThinkLite's proprietary range of retrofit LED and induction lights that can cut the electricity cost of any facility by 50%. "When a facility makes the decision to pursue energy efficient lighting, they are often faced with the high cost of replacing every fixture to accommodate LED or induction lighting. We at ThinkLite have developed breakthrough technology that allows us to retrofit traditional light fixtures such as T5 or T8 fluorescent fixtures with ThinkLite LED solutions."

ThinkLite offers solutions for every part of a facility from gymnasium, to swimming pool, to hockey rinks, indoor sports, fitness centers and more. Danny Wadhvani, ThinkLite COO-CFO said, "Many of the facilities are open and lit 18 hours or more per day. Immediately, with ThinkLite, these facilities will consume 50% less electricity which has a significant bottom line impact."

The ThinkLite booth was a very busy place as attendees were not only attracted to the bright glow of energy efficient lighting, but compelled by the value proposition. Danny Wadhvani continued, "Not only do operators immediately save 50% or more on their lighting costs, the cost to replace fixtures is eliminated. What's more, many utilities provide rebates for energy efficiency projects. Depending upon the size of the rebates, the return on investment can be twenty-four months or less."

"We made many great connections at the Athletic Business Conference and the decision makers we are speaking to are excited about the prospect of retrofitting to ThinkLite and enjoying immediate savings while strengthening their positions as green, sustainable businesses. We're very pleased with this outcome from the Athletic Business Conference." said Dinesh.

About ThinkLite

ThinkLite is a global lighting efficiency company that custom designs, manufactures, distributes, and installs energy efficient retrofit solutions to commercial customers and governments. The Company's efficient lighting products leverages proprietary LED and Induction technologies that specifically adapt to existing infrastructures. The Company is headquartered in Natick, Massachusetts with operations in 14 countries.

For more information visit www.ThinkLite.com or call (617) 500 6689.

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Photo caption: The ThinkLite Team works in the glow of the most innovative energy efficient lighting available today.