



NEWS RELEASE

Smart Candle, LLC and Hollowick, Inc. Join Forces with Marketing & Distribution Agreement

[Bloomington, MN/Manlius, NY] Smart Candle, LLC., the market leader in LED-based flameless products for home and commercial use is proud to join forces with Hollowick, Inc., a leading supplier of tabletop lighting and chafing fuel products to the Foodservice industry.

As a result of this agreement, Hollowick will now market and distribute Smart Candle's innovative rechargeable flameless lighting systems to the North American Foodservice markets along with a selection of battery-powered LED products. Products will be disbursed under the Smart Candle brand and will be stocked at Hollowick's distribution facility in Manlius, NY. The initial offering consists of a selection of top selling Smart Candle products, with the possibility of new product development from the two companies at some point in the future.

In a joint statement, it's clear that both companies are excited about the opportunities this new partnership presents. "For Smart Candle, Hollowick's distribution channels, along with their trusted name, expands our reach into the Foodservice Marketplace, says Jeff Miller, Vice President of Sales for Smart Candle. "For Hollowick, the Smart Candle brand and the quality it represents blends perfectly with the Hollowick collection. Smart Candle rounds out their offering and allows them to better serve their customers' intimate lighting needs."

Paul Kuzina, the Director of Marketing for Hollowick, Inc., agrees. "When it comes to flameless lighting, both Hollowick and Smart Candle want to put their best foot forward in addressing the needs of the Foodservice marketplace. Smart Candle's leading product development and innovation combined with Hollowick's integrated distribution network and quality sales force is a natural fit."

About Smart Candle;

Today there are 80 million Smart Candles in use, with daily production of over 300,000 from more than 140 different models. Smart Candles can be found in over 26,000 hotels and in leading clubs and historical sites around the world including: St. Paul's Cathedral; Burj Alarab Dubai; Eiffel Tower; Royal Caribbean Cruise Lines and Monte-Carlo's luxurious and legendary Hotel Metropole.

About Hollowick, Inc.

Hollowick has been serving the food service industry nationwide for over 35 years and is a leader in the Foodservice tabletop lighting and chafing fuel markets. Hollowick's focus on service and quality has kept them at the forefront of many of the most significant advancements in table lighting and cooking fuel products including the refillable liquid candle systems, disposable liquid candle cartridges, highlight fuel cells, tea light and votive sized fuel cells and adjustable wick chafing fuel. Hollowick's superior products withstand the rigors of commercial food service while enhancing the dining experience.

www.smartcandle.com

www.hollowick.com