

PRESS RELEASE

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LEIGHTRONIX Announces Launch of Company Blog

The biweekly LEIGHTRONIX Blog will provide industry insights, company information, and more

Holt, MI — July 8, 2013 — LEIGHTRONIX has announced the debut of their new company blog. The LEIGHTRONIX Blog is a biweekly blog featuring contributions from the staff at LEIGHTRONIX and will act as another avenue for LEIGHTRONIX to share insights with its customers on the latest technology in the industry, hopes and projections for the future, cool tools available to customers, and updates on the company and their video communications solutions.

The launch includes four initial posts from various areas of our company including inside sales, outside sales, marketing, and a welcome post from the President and CEO of LEIGHTRONIX, David Leighton. The blog also includes an archive, the ability to browse by contributor, popular categories, a search function, and integration with the LEIGHTRONIX Twitter account.

“We believe by entering the blogosphere and the world of social media that we will be better able to supply our customers with the information they need and engage them in a more practical way,” David Leighton said.

New posts will be added on a biweekly basis, with the next addition scheduled to be published on July 22, 2013. Customers can reach the blog by going to LEIGHTRONIX.com/blog or by navigating to the “News” button on the LEIGHTRONIX.com home page and clicking on “Blog.”

About LEIGHTRONIX, INC.

LEIGHTRONIX is recognized as an industry leader in specialty video equipment design and manufacturing, including digital video solutions, television automation, live and video-on-demand streaming media, and remote equipment control. A model of stability and longevity in the quickly evolving professional video market, LEIGHTRONIX continues to set standards in product value and versatility that exceed customer expectations in both product performance and support. The company’s cutting-edge, quality equipment at affordable prices have made LEIGHTRONIX one of the most trusted names in the video communications industry for over 30 years. For more information, visit www.leightronix.com.

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