



Limelite Appoints MAC Group As Exclusive USA Distributor

Clacton on Sea, United Kingdom – (September 3, 2013) – Limelite, a leading manufacturer of advanced LED, fluorescent and tungsten continuous lighting systems, has appointed MAC Group as its exclusive distributor in the USA. Under the new agreement MAC Group will become a shareholder in the UK-based lighting company.

Announcing the appointment, Emerson Roberts, Managing Director of Limelite, a division of Bowens International Ltd. said: “Our strategy is to continue to bring new and exciting products to the rapidly growing continuous lighting market. This dynamic new distribution arrangement will enable us to do that. MAC Group will provide the kind of marketing and distribution expertise we need to build a strong presence in the USA and reach filmmakers of all kinds.”

“With MAC Group’s proven track record, we look forward to seeing rapid expansion of Limelite products in the USA.”

As part of the arrangement Jan Lederman, President of MAC Group, has been appointed President of Limelite USA. He said: “Limelite is a new and exciting challenge for us. With new and innovative products in the continuous lighting field, Limelite represents the future of the lighting business whether it is for filmmakers or photographers. Our goal will be to establish it as a leader in the advanced LED, fluorescent and tungsten lighting business.”

“Our in-house service technicians have twenty years’ experience of servicing high-end electronic equipment and they will link seamlessly with our extensive sales force and technical representation in the field. We are confident that the dealers and photographers, whose trust we have earned over a quarter of a century, will support us as we move forward in building the Limelite brand.”

Limelite and MAC Group will share strategic leadership as product development and marketing plans are accelerated.

About Limelite

Limelite is dedicated to creating professional continuous lighting products for videographers and photographers moving into video, thanks to the video capabilities of HD-DSLR cameras. Limelite offers a comprehensive range of advanced LED, fluorescent and tungsten lighting for use in studios, on-location, or anywhere images are captured.

For more information visit <http://www.Limelite.US.com>

About MAC Group

MAC Group is a sales and marketing company dedicated to supplying photographers, videographers, educators and students with the world's finest image-making tools. Brands that MAC Group represents in the USA include Benro, Ilford, Induro, Kupo, MeFOTO, MAC-on-Campus, Mamiya Leaf, PocketWizard, Sekonic, Tenba, Toyo-View, and X-Rite. In addition to the brands it represents in the USA, MAC Group designs and distributes Tenba and Induro products internationally.

For more information visit <http://www.MACgroupUS.com>

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