# Press Release

For Immediate Release

AUGUST 28, 2014

**ELK Expands LED Focus with Alico Acquisition**

Nesquehoning, PA– ELK Group International is pleased to announce the recent purchase of certain assets of Toronto based Alico Lighting. The acquisition through ELK’s sister corporation, LED Lighting North America Inc., was finalized on August 28th, 2014.

Alico’s exclusive Zee-Led™ of LED lighting systems will be a core focus for the combined entity. Alico, known for its proprietary LED technology and design driven LED recessed, under-cabinet and vanity product assortment, will further enhance ELK’s market penetration within the LED lighting arena.

“Alico will strengthen every aspect of our LED lighting strategy with superior technology, increased application opportunities and expanded design capabilities,” states Bradford Smith, ELK Group’s Chief Executive Officer. “With this acquisition, we are even better positioned to leverage the growth in the LED lighting category which could realistically represent 90% of all new installations by 2020,” continues Smith.

Joey Sadofsky, president of Alico, brings 43 years of technical expertise and industry experience to the combined companies. “This partnership will allow me to focus more time on what I love most, our customers and our product,” stated Sadofsky.

The ELK group of companies will now have one of the most comprehensive LED product offerings in the industry with over 2,000 warehoused LED sku’s in addition to a vast array of customized and retrofit options. This also marks ELK’s entrance into the flourishing under-cabinet category while significantly broadening their selection of lighting options for bath and vanity.

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*ELK Group International, headquartered in Nesquehoning, PA, is a premier designer and importer of indoor and outdoor residential, designer and commercial lighting fixtures, decorative accessories and furniture. Through their vast distribution network, they function as a single source provider for a variety of complimentary furnishing categories. Their award winning team of international designers and engineers create coordinating products with uncompromising detail while ensuring each item is crafted to exceptionally high standards of quality, innovation and design.*

*The company founded in 1983 distributes over 9,000 products under ELK Lighting, Landmark Lighting, Alico, Nulco, Artistic, Cornerstone, Lazy Susan, Dimond, Sterling, Bailing Street, ELK Hospitality, Baldinger, HGTV Home, Trump Home, Biltmore Estates, and Mary Kate and Ashley brands. Products are available at a network of lighting and furniture showrooms, electrical wholesale distributors, department stores and specialty home improvement companies throughout the world.*