



Barron Lighting Group Announces Acquisition of Growlite



Barron Lighting Group Announces Acquisition of Growlite, the Leader in Horticultural Lighting

Glendale, AZ – December 16, 2016 – Barron Lighting Group, corporate parent of Exitronix, Trace*Lite, specialtyLED and Indoor Grow Science brands, announces the acquisition of the leading brand in horticulture lighting products, Growlite.

The combined experience of Barron Lighting Group and Growlite bring together the science of HID and LED lighting with the art of indoor horticulture. The result is a comprehensive offering of the highest performing, most energy efficient, UL listed luminaires in the professional grow market. In 2014, Barron Lighting Group positioned itself to capitalize on the opportunities this emerging market presents with the creation of its Indoor Grow Science brand as the sole U.S. distributor of Growlite products. This acquisition brings Growlite's founder, Aubrey Bradley under the Barron umbrella to further expand its specification grade products and services. Years ago, Aubrey was a Principal of one of Barron's top performing lighting reps. In 2010, he left commercial lighting to develop and patent several indoor grow lighting technologies and create Growlite. Aubrey is a pioneer, innovator, and entrepreneur and Barron is excited to take Growlite to the next level.

"Barron made the investment in the horticultural lighting industry three years ago by launching Indoor Grow Science and partnering with Growlite. With this expansion and formalization of our relationship, we are replacing the Indoor Grow Science brand name with Growlite," says Alan Tracy, owner, and president of Barron Lighting Group.

The horticulture lighting market includes the commercial greenhouse market and the legal cannabis industry. Various market pressures are cultivating rapid growth in the greenhouse market segment to the tune of an expected \$8B dollar industry for 2017 and \$15B by 2020. The total legal cannabis industry was \$4.9B in 2015 and is expected to be almost \$35B by 2020. The combined total of these two agriculture markets that utilize specialized grow lighting technologies could exceed \$50B by 2020.

Growlite and Barron Lighting Group together combine over 100 years of lighting experience with the vision and innovative ideas to challenge the status quo of lighting products in this niche industry. Their mission is simple; to provide the highest quality, safest products in the market and educate the indoor grow market with the latest and greatest technologies emerging from the lighting industry. Growlite will continue to push the limits of innovation and technology to deliver state-of-the-art lamps, ballasts and fixtures engineered specifically for the indoor horticulture market.

About Barron:

Barron Lighting Group manufactures comprehensive lighting solutions in LED and HID fixtures for commercial and industrial applications. Barron designed, engineered and manufactured the first LED exit sign, and in 1984 the company launched the Exitronix brand. The Trace*Lite division followed soon after and enabled Barron to expand its offerings. With the introduction of specialtyLED division came custom and decorative LED lighting for both indoor and outdoor amazement. The Growlite division adds a high-performance commercial grade lighting for the horticultural industry.

Barron's headquarters is located in Arizona and it has nine distribution warehouses across the U.S. to efficiently supply the lighting demands in any region. For more information and a comprehensive list of products, visit <http://www.BarronLTG.com> or follow them on Facebook, LinkedIn or Twitter.

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