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FOR IMMEDIATE RELEASE

KEYSTONE WELCOMES DEB EARLY AS CREATIVE DIRECTOR

NORTH WALES, PA: December 6, 2016 - Keystone Technologies is pleased to announce the recent hire of Debra Early, who joins the Keystone team as Creative Director. In this newly created position, Early will lead the company's overall visual identity and messaging for all market channels, including developing conceptual strategies for growing the brand and overseeing consistent execution of integrated marketing campaigns, including all offline and online touch points.

Early comes to Keystone with 25 years of experience in the lighting industry, including positions at Westinghouse Lighting and LumenOptix. Most recently, she worked for Xicato, a pioneer in color consistency for LED modules, where she spearheaded their visual landscape and marketing communications.

"We are experiencing unprecedented growth at Keystone, which is very exciting," said Ira Greenberg, CEO of Keystone. "With Deb on board, we are poised to evolve our brand experientially within our vision of Light Made Easy. Deb is a tremendous addition to our marketing team, and we are confident that she can take the Keystone brand to the next level."

Early is a native of the Philadelphia region, and will be based in Keystone's home office in North Wales, PA. She holds a BA from the Art Institute of Philadelphia and Temple University.

About Keystone Technologies:

Since 1945, Keystone has manufactured quality-driven lighting solutions for the industry's leading lighting fixture manufacturers and wholesale distributors. Keystone offers a full catalog of lighting products including a comprehensive line of LED Systems; LED Lamps; LED Retrofit Kits; Fluorescent, HID and UV Ballast Kits; Transformers, Sensors and Fluorescent Lamps. Keystone operates fulfillment centers in Atlanta, Boston, Charlotte, Chicago, Cincinnati, Dallas, Denver, Detroit, Ft. Lauderdale, Houston, Kansas City, Los Angeles, Louisville, Memphis, Minneapolis, Nashville, New Orleans, Philadelphia, Phoenix, Portland, San Francisco, and Syracuse. For more information, visit www.KeystoneTech.com.

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