



FOR IMMEDIATE RELEASE

burton + BURTON® Introduces Lite-a-Loon™ LED Balloons to the US Market

Bogart, GA (July 9, 2014)

burton + BURTON® is excited to announce the recent release of the Lite-a-Loon™. These 11" latex balloons are pre-packed with a battery powered LED light inside to create a glowing effect in low light environments. Lite-a-Loons™ can be filled with helium or air and offer a 20-hour battery life, making them ideal for parties and event décor. Unlike other light-up balloons, the bulb for the Lite-a-Loon™ is attached to the inside top of the balloon. This design feature circumvents the flaw of similar balloons that have an LED bulb inserted into the neck, which can affect the seal when tied, increasing the chance of air leakage. Additionally, Lite-a-Loon™ balloons are HI-FLOAT® compatible and can be custom imprinted.

The Lite-a-Loon™ has been extremely popular in the European market in recent years, and burton + BURTON® is proud to be the EXCLUSIVE distributor in the United States. The balloons are available in many colors and patterns and are packaged in consumer packs of 5 and decorator packs of 50. Lite-a-Loon™ balloons retail for around US \$2 each.

Founded in 1982, burton + BURTON® is a family-owned and -operated business that has grown into one of the largest wholesale distributors of balloons and coordinating gifts in the world. In addition to its Atlanta showroom, the company also maintains permanent showrooms in Dallas, Las Vegas, and at the company's headquarters in Bogart, GA.

For more information, visit www.burtonandburton.com.

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