

THERE'S ONLY ONE™ ELECTRIC MIRROR®

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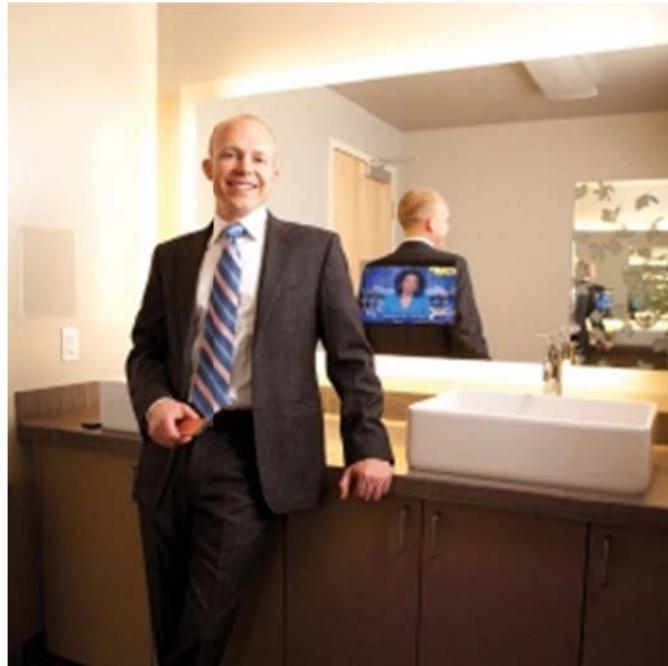
NEWS RELEASE

For Immediate Release: May 2, 2014

Electric Mirror Wins Manufacturer of the Year ***Seattle Business* magazine selected the Everett company as the state's top large manufacturing leader at the 2014 Washington Manufacturing Awards**

(Seattle, WA) Electric Mirror, the global leader in Lighted Mirror and Mirror TV Technology™, is the proud recipient of the top recognition by [Seattle Business magazine's 2014 Washington Manufacturing Awards](#). Electric Mirror, which creates its products for the hospitality, commercial and residential markets, was honored by the magazine at their award's event at the Seattle Design Center on April 24, 2014, and was attended by 280 members of the region's manufacturing community.

The company was awarded the top honor due, in part to its rosy outlook and commitment to growth in our region. According to Aaron Mischel, Executive Vice President, in 2013, the company saw 51% YOY growth in sales, primarily driven by deeper expansion into new markets as well as the launch of several new product innovations. This explosive growth continues to propel Electric Mirror into market share leadership, driven by sales from leading hotel names like St. Regis, Ritz-Carlton, Fairmont, Four Seasons, Jumeirah, JW Marriott, Hilton, Hyatt, Sheraton, and hundreds more.



*President and CEO Jim Mischel in front of a Silhouette™
Lighted Mirror TV at Electric Mirror Headquarters.
Photo Credit Hayley Young*

With only 60 employees in 2009, Electric Mirror's workforce grew dramatically to 215 employees at the end of 2013. The company's investment in capital equipment has grown by 27% in 2013, and its marketing and sales investment has increased by 220% in 2013. With a concerted re-engineering

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effort in its Seattle-based manufacturing facility, the company has seen great improvements in productivity and output. The company's internal research and engineering teams have almost doubled in size in the last two years; these teams are responsible for 33 patents and several dozen pending.

“We could not be more pleased and honored to be recognized as Washington's Top Manufacturer and are grateful for being recognized for all of our employees' hard work to make Electric Mirror the strong and vital company that it is today,” says James Mischel, Electric Mirror CEO. “Without their dedication to making the best quality and most innovative products in the market, our global expansion and company goals could simply not be realized.”

About Electric Mirror:

Electric Mirror® is the leader in Lighted Mirrors and Mirror TV Technology™ serving the hospitality, healthcare, commercial and residential industries for more than 16 years. This family-owned and operated, company began in a garage pioneering the first high-end defogging mirror. An American success story, Electric Mirror continues to lead the market in design and innovation, holding more than 33 industry-leading patents with dozens more pending. Product lines include a wide variety of modern Lighted Mirrors, Mirror TVs, Waterproof TVs, Mirrored Cabinets, Corridor Lighting, and Makeup Mirrors. Electric Mirror is the industry standard for major luxury hotel chains with a reputation for product innovation, customization and made-in-the-USA quality. Electric Mirror is on the forefront of eco-friendly manufacturing with its Beautiful World™ Initiative: To reduce the carbon footprint by producing the most energy-efficient and longest-lasting products in the world. The company headquarters and factory are located just north of Seattle in Everett, Washington.

To request a quote for Electric Mirror products, please contact sales@electricmirror.com or phone 425.776.4946.

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