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## Edison Nation Launching 4 New Innovative Products Under New Home and Kitchen Brand – Lily and Gray Living

PHILLIPSBURG, N.J.--(BUSINESS WIRE)-- Edison Nation, Inc. a full-service product development company, today announced that they will be entering the home and kitchen consumer product industry with their new brand Lily and Gray Living.

Lily & Gray Living is a brand of essential home good products that are easy to use, and affordable. This brand is dedicated to making the smaller things in everyday life, better. Lily and Gray Living products will be available on Amazon December 1<sup>st</sup>, 2019. The inaugural product line will include a unique twist on 4 popular home and kitchen items: a durable loofah stick called Shower Lily, a 6 in 1 cake stand, a multi-function cutting board, and a collapsible colander set. In addition Edison Nation launched a Lily and Gray innovation search on the innovation platform to leverage the inventor community for their distinctive ideas on compact personal care organizers. Innovators can submit their ideas at <https://app.edisonnation.com/lilyandgray>. Deadline to submit is September 23, 2019.

“I am pleased to be entering the home and kitchen goods space with the brand Lily and Gray Living. Our core strength at Edison is taking simple everyday products, and finding distinguishable features to improve upon them and make them unique,” said Chris Ferguson, CEO of Edison Nation, Inc.

### **About Edison Nation, Inc.**

Edison Nation, Inc. is a vertically integrated innovation aggregation and full-service product development and manufacturing company, offering innovation sourcing, design, sales, fulfillment and shipping services. Edison Nation's model is to provide a risk mitigated platform that connects innovators with companies to bring new products to market. For more information, please visit [www.edisonnation.com](http://www.edisonnation.com).

### **Forward Looking Statements**

This press release contains forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, included in this press release regarding strategy, future operations and plans, including assumptions underlying such statements, are forward-looking statements, and should not be relied upon as representing the Company's views as of any subsequent date. Such forward-looking statements are based on information available to the Company as of the date of this release and involve a number of risks and uncertainties, some beyond the Company's control, that could cause actual results to differ materially from those anticipated by these forward-looking statements, including consumer, regulatory and other factors affecting demand for the

Company's products, any difficulty in marketing the Company's products in global markets, competition in the market for consumer products, any inability to raise capital to fund operations and service the Company's debt. Additional information that could lead to material changes in the Company's performance is contained in its filings with the SEC. The Company is under no obligation to, and expressly disclaims any responsibility to, update or alter forward-looking statements contained in this release, whether as a result of new information, future events or otherwise.

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