

January 2, 2019



Edison Nation, Inc. Enters Multi-Billion Dollar Eyewear Market with ‘Smarter Specs’, the First Patented Glasses with Concave Lenses

PHILLIPSBURG, N.J., Jan. 02, 2019 (GLOBE NEWSWIRE) -- Edison Nation, Inc. a full-service product development company, has entered the multi-billion dollar eyewear market with Smarter Specs, the world’s first patented glasses with concave lenses.

A model wears Smart Specs.

Smarter Specs were invented by Todd Huschka and submitted to Edison Nation through their [proprietary innovation search engine](#), which helps independent innovators commercialize their ideas and inventions. To-date, the Edison Nation platform has received 100,000 idea submissions, resulting in over \$250 million in retail sales. Edison Nation is a true full-service product development platform that utilizes a capital-lite, high-reward process that accelerates product development timelines and significantly reduces research and development expenses.

Patented as Huschka Vision, Smarter Specs are the world’s first patented glasses with concave lenses, designed for both essential function and style. Smarter Specs were first introduced to the U.S. market via a recent appearance on Hallmark Channel’s Home & Family. Based on the initial success, Edison Nation plans to launch three other styles of the Smarter Spec glasses in the first quarter of 2019.

Smarter Specs’ concave lens shape is functional and stylish, offering the ability to wear them up higher on the nose bridge, and therefore, allowing consumers to look over them without having to tilt their head down, easing neck strain.

“The launch of Smarter Specs marks our first entrance into the massive eyewear market, which is expected to grow to a staggering \$177 billion-dollar industry by 2023,” said Chris Ferguson, CEO of Edison Nation, Inc. “As a product development company, it is imperative for us to remain ahead of industry trends and strategically select products that show market demand. Smarter Specs is a great example of Edison Nation’s ability to identify innovative products via our proprietary platform and bring them to market at light speed. Given the strong initial demand, we plan to leverage the success of Smarter Specs and introduce three additional styles in the first quarter of 2019.”

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.

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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A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/21a462eb-4f72-4a86-8fad-39b04b0e6cee>

Source: Edison Nation, Inc.