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**First Ever Acandescent™ Light Bulb Available on Casa.com, Diapers.com and Soap.com
Finally Light Bulb Company Announces Partnership with Quidsi.com**

CHARLESTOWN, Mass., August 11, 2015 -- The Finally Light Bulb Company, www.finallybulbs.com, today announced an official partnership with Quidsi.com, the company that continues to redefine e-commerce by changing the way people shop for almost every part of their lives.

The Finally™ 60 Watt Replacement light bulb will be available for \$9.99 on Quidsi.com's Casa.com, Diapers.com and Soap.com Websites by August 11. The long-lasting and energy-efficient Finally™ light bulb looks, and instantly illuminates, like a traditional incandescent bulb, but uses 75% less energy than an incandescent and will last 15 times longer – providing up to \$75 worth of savings over its lifetime. Using Acandescence™, new technology that is not LED-or CFL-based, the Finally™ bulb is the first light bulb made in the recognizable light bulb shape to actually reproduce the reassuring warmth and omnidirectional light of beloved incandescent bulbs. Ideal for indoor and outdoor use, Finally™ bulbs fit everywhere and work anywhere.

“We are thrilled to partner with Quidsi and join in their mission to delight and earn the trust of the modern mom,” said John Goscha, Founder and CEO of the Finally Light Bulb Company. “Today’s energy-efficient light bulbs offer a bewildering, confusing, and sometimes downright ugly, array of choices. We’ve simplified the light bulb buying process by offering an energy-efficient light bulb that looks just like our old incandescents, and produce that same warm, familiar glow we all miss. You don’t need a light bulb buying guide to purchase Finally!”

“The underlying goal of the Quidsi family of companies is to take the stress out of shopping,” said Evan Cacase, Senior Merchandising Associate, CASA.com. “We are always on the lookout for new and innovative products and technologies that will make purchasing easier and more intuitive. Finally light bulbs fit the bill perfectly. They offer a new lighting technology that we think our customers will love.”

As part of its effort to make it easy for consumers to make energy-efficient choices, Finally is hosting a No More Ugly Bulbs Contest encouraging people to submit pictures of their “ugly bulbs” on Facebook for a chance to win a gift card to Target and six Finally light bulbs:

https://www.facebook.com/FinallyLightBulbCompany/app_244041225639079

Finally™ bulbs, which were voted Best New Home Product by *This Old House* in 2014, will soon be available in 100 Watt Replacements. For more information visit www.finallybulbs.com

About the Finally Light Bulb Company

Located just outside of Boston, Massachusetts, the Finally Light Bulb Company has exclusively engineered Acandescence,™ an innovative new – and energy-efficient – lighting technology that reproduces the warm glow of incandescent at an affordable price. The result is a breakthrough light bulb

that successfully replicates the attributes of a traditional incandescent light bulb while using 75% less energy. The bulb lasts 15 times longer than a comparable incandescent. Relax. The right light is here. Finally.

About Quidsi, Inc.

Quidsi owns and operates Diapers.com (baby care), Soap.com (health, beauty and household essentials), BeautyBar.com (luxury beauty), Wag.com (pet supplies), YoYo.com (toys), Casa.com (housewares and decor), VineMarket.com (natural and organic goods), AfterSchool.com (kids' sports/activity gear), Bookworm.com (children's books) and Look.com (kids' clothing). All ten easy-to-navigate sites are linked together by the Familyhood promise to make life a little easier with fast, free shipping on orders over \$35, award-winning 24/7 customer care and one shared cart and checkout. Quidsi continues to redefine e-commerce by changing the way people shop for almost every part of their lives. At Quidsi (Latin for "what if"), we dare to think big and explore possibilities.