



## **Christmas Lights, Etc Celebrates 15 Years as a Leader in Online Retail for Christmas Lights, Christmas Trees and Holiday Decor**

Atlanta, Ga, August 31, 2015 -- Christmas Lights, Etc, the most shopped online Christmas lights store in America, has marked its 15th year of being in business. In 2000, the company's co-founders Chris Miller and William Hale had big dreams of becoming successful in the emerging world of online shopping. Both were Christmas enthusiasts with the technical ingenuity to launch an e-commerce website and begin selling and distributing products. Early on they only sold a few hundred products, but fifteen years later, Christmas Lights, Etc now sells several thousand and is a recognized leader in online retail for Christmas lights and decor.

"We started small and have grown every year," says Chris Miller, co-founder of Christmas Lights, Etc. "The company is living proof that the American dream is alive and well for some companies and we are constantly looking for ways to meet the needs of our customers."

In fifteen years the company has served over half a million customers and Christmas Lights, Etc has been an innovator with bringing new products to market, including raising awareness and driving interest in LED Christmas lights.

"We love seeing the creative displays people make with their lights whether it's for Christmas or any events throughout the year," says William Hale, co-owner of Christmas Lights, Etc. "The company's growth over the last 15 years has been exciting and we thank our loyal customers who want quality lighting for their creative projects."

The Christmas Lights, Etc customer base represents both Christmas enthusiasts and people that buy decorative string lighting for use year round. The company's product development within LED Christmas lighting has led to innovations in design that make the light sets look better and last longer.

"Our customers want lighting that looks great and that can be used multiple seasons rather than being thrown away every year," says Hale. "Early on we began working directly with manufacturers to make LED light sets so good they are backed by a three-year warranty and are Energy Star rated. We're committed to bringing the best products to market."

Christmas Lights, Etc greatly appreciates its customers and in August of 2015 it officially celebrated by making all products 15% off for the entire month to recognize its 15 years of being in business.

About Christmas Lights, Etc.

Christmas Lights, Etc was founded in 2000 and is the most shopped online Christmas lights store in America featuring thousands of quality lights, trees, greenery and decor. Christmas Lights, Etc is a three-time INC. 5000 company, an ENERGY STAR partner and a supplier of residential and commercial Christmas lighting, Christmas decor and Christmas trees.

Media Contact  
Frank Skinner  
[media@christmaslightsetc.com](mailto:media@christmaslightsetc.com)  
678-775-5026