

NEWS RELEASE

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For Immediate Release

GENERATION BRANDS PROMOTES MATT VOLLMER TO PRESIDENT AND CHIEF SALES OFFICER *Company Also Hires Two Regional Sales Managers*



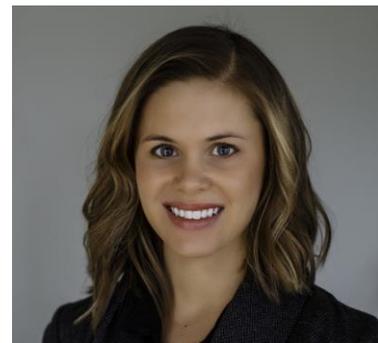
Skokie, Ill., March 25, 2015—Generation Brands, the parent company for Feiss-Monte Carlo, LBL Lighting, Tech Lighting and Sea Gull Lighting, has promoted Matt Vollmer to President and Chief Sales Officer.

“Matt has been instrumental in helping to grow all of our brands under the Generation Brands umbrella,” according to Generation Brands Chief Executive Officer Josh Weiss. “He is an excellent strategic partner and will no doubt help us craft a path through these incredibly exciting times in the lighting industry. Matt is a passionate advocate for our customers and representatives and will ensure that we continue to offer them the best experience possible as Generation Brands continually strives to be the easiest with whom to do business.”

Vollmer has been with the company for more than 13 years.

New Tech Lighting Sales Manager

Holly Graves (*right*) has joined Tech Lighting as the brand’s new Western Region Sales Manager, based in Los Angeles. Her coverage area includes Alaska, Arizona, California, Hawaii, Idaho, Montana, Oregon, Utah, Washington, Wyoming and Western Canada. Prior to Tech Lighting, Graves was an outside sales representative for Feiss-Monte Carlo while running her own sales agency, GD Studios, where she grew sales of several lighting and home décor lines across Illinois and Wisconsin. Graves holds a BA in Communications from the University of Iowa, Iowa City.



New LBL Lighting Sales Manager

Klarice Pocaigue (*right*) has been hired as LBL Lighting’s Western Region Sales Manager, also based out of Los Angeles. Her coverage area is comprised of states west of the Mississippi and Canada’s British Columbia. Prior to joining LBL Lighting, Pocaigue was a specification sales and support team member with California Lighting Sales. Pocaigue holds a BS in Interior Design from The Art Institute of California, Los Angeles.



Both Graves and Pocaigue will report to Steve Hurley, Vice President of Sales for Tech Lighting and LBL Lighting.

About Tech Lighting

Tech Lighting offers decorative and architectural lighting brands including Tech Lighting and ELEMENT by Tech Lighting. Known for its sophisticated, modern designs combined with the latest advancements in lighting technology and expert craftsmanship, the company offers a wide variety of product categories such as general illumination with its GATICA line, specification-grade downlights, low-voltage and line-voltage heads and pendants, wall sconces, ceiling fixtures, flush mounts, suspension pieces, bath bars, and LED undercabinet, display and cove lighting with its Unilume line. Tech Lighting has been a premier choice of architects, specifiers, lighting designers, interior designers and homeowners since 1988. Tech Lighting’s products can be found in lighting retailers and through sales representatives across North America. For detailed product information, visit www.techlighting.com or www.element-lighting.com.

About LBL Lighting

LBL Lighting has been designing and manufacturing some of the most beautiful and creative lighting in the industry for more than 40 years. The company’s diverse portfolio of high design-infused lighting products includes a wide range of chandeliers, suspension pieces, flush mounts, wall sconces, decorative glass pendants, architectural heads and outdoor wall fixtures. LBL Lighting’s products can be found in lighting retailers and through sales representatives across North America. To view products, visit www.lblighting.com.

About Generation Brands

As parent company to Feiss-Monte Carlo, LBL Lighting, Sea Gull Lighting and Tech Lighting, Generation Brands is one of America’s leading companies serving lighting retailers and the electrical wholesale, home improvement and building industries. The company has an outstanding portfolio of residential and commercial lighting fixtures and ceiling fans which provide value and growth to its customers and end-users with superior service, leading edge design and outstanding quality.

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