

## **NEWS RELEASE**

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## **GENERATION BRANDS ANNOUNCES STAFF PROMOTIONS AND ADDITIONS**

**Skokie, IL, Oct. 17, 2012**—To further its increasing presence in the marketplace, Generation Brands, the parent company to **Feiss, LBL Lighting, Monte Carlo Fan Co., Sea Gull Lighting and Tech Lighting**, has named several staff promotions within—and additions to—its organization.

**Matt Vollmer** has been promoted to President of Sea Gull Lighting. Vollmer has been with Generation Brands for 12 years, starting as a regional sales manager and recently serving as Vice President of Sales for the Tech and LBL brands. In his new role, Vollmer will be responsible for maintaining and growing Sea Gull's position as one of the top lighting brands used by builders, electrical distributors, contractors and specifiers. This includes developing strategic plans to build the business; overseeing sales, marketing and product development; and securing like-minded business partnerships.

Vollmer will replace outgoing Sea Gull president **Greg Cesca**, who has decided to pursue a new professional path and personal ambition. Cesca will stay on through the end of October to work with Vollmer in order to create a seamless transition.

**Steve Hurley**—a 17-year veteran with Generation Brands—has been promoted to Vollmer's Vice President of Sales position for Tech and LBL. Hurley started with Tech Lighting during its early beginnings in Chicago and recently served as its Western Regional Sales Manager, which included working with manufacturer reps, showrooms and specifiers for Tech Lighting as well as managing relationships with internet customers for both Tech and LBL.

### **Additional Sea Gull Lighting Hires and Promotions**

**Brian Lintner** has been named Director of Product Development and Design for Sea Gull Lighting after being with Generation Brands for a year and a half. Lintner is a lighting and home décor industry veteran with more than 20 years of experience in retail, design and product development. He previously was with JC Penney where he designed an array of lighting and home décor products including the department store chain's well known private label brands such as Cindy Crawford Style, Studio, Chris Madden and Linden Street. Lintner began his career with The Stiffel Company and later launched contemporary lighting brand Stonegate Designs.

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**Srinivasa Krishna** will move from his current position as Generation Brands Director of Corporate Analysis to Sea Gull Lighting Director of Sales Operations. He will focus on helping the Sea Gull sales organization better serve its customers. Krishna 's background includes 19 years in the lighting industry with varying roles at Tech Lighting in IT and analytics management plus consulting for Hunter Fans' Sales Operations.

To expand service to its customers on a local level, Sea Gull is also adding a new sales region and naming **Keith Conley** as that area's Regional Sales Manager. Conley has been with Generation Brands since 2006 working with one of its largest clients on new product introductions, forecast planning and sales promotions for all its brands.

### **Feiss-Monte Carlo Hires New Product Development and Sales Manager**

**Mark Urban** has been hired as the Product Development and Sales Manager for Monte Carlo Fan Company, the sister brand to Feiss. From 1990 to 2012, Urban was with Regency Fan Company—with the last 10 years there as National Sales Manager. Urban will be responsible for developing Monte Carlo's new product lines and working with the company's sales and marketing teams to help grow the brand.

### **Generation Brands Creates New Position: Vice President of Engineering**

**Kevin M. Fagan** has been hired in the newly created position of Vice President of Engineering for Generation Brands, where he will lead the company's engineering teams across all brands in developing new products with a specific emphasis on incorporating the latest solid state lighting technologies. Fagan is an 18-year lighting industry veteran, previously serving in varying top level management positions at Juno Lighting Group and Indy Lighting.

### **About Generation Brands:**

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

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