GENERATION BRANDS

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For Immediate Release

GENERATION BRANDS HIRES MARK GOROG AS NEW HEAD OF CUSTOMER SERVICE

Skokie, Ill., December 17, 2014—Generation Brands, the parent company of Feiss-Monte Carlo, LBL Lighting, Sea Gull Lighting and Tech Lighting, has appointed Mark Gorog as the new Director of Customer Service.

"Exceptional Customer Service in our industry is extremely important, and Mark is certainly the right leader for this position," said Feiss-Monte Carlo and Sea Gull Lighting President Matt Vollmer, to whom Gorog will report. "He brings more than 30 years of experience in heading every aspect of customer service from order management to continuous process improvement."

Most recently, Gorog was Director of Customer service for Protective Life Corporation where he directed all customer service support functions and led the design and implementation of state-of-the-art technology which improved the department's efficiencies. Previous to that, he was the Director of Customer Services Americas at Johnson Diversey in Wisconsin.

In his new role, Gorog will be responsible for the overall strategic development and implementation of customer service initiatives across all of Generation Brands, the overall customer experience plus continuing the organization's customer centric culture.

Gorog lives in Vernon Hills, a northern suburb of Chicago.

About Generation Brands
Generation Brands is one of America's leading companies serving lighting retailers plus 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. The company's success is derived from providing superior service, leading edge design and outstanding quality.

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