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**LBL LIGHTING HIRES VETERAN LIGHTING DESIGNER AS NEW
PRODUCT DESIGNER AND ARTISTIC DIRECTOR**

Experienced Lighting Designer Dennis Beard joins LBL Lighting Creative Team

CHICAGO, October 20, 2010 — [LBL Lighting](#), a Chicago-based manufacturer of premium [decorative lighting](#), announced today that Dennis Beard has been appointed to the position of Product Designer and Artistic Director. In this new role, Dennis will be responsible for the creative designs and artistic vision of LBL Lighting.

“We’re thrilled to have Dennis joining the LBL team,” said Steve Sorensen, general manager of LBL Lighting. “Dennis’ deep experience in decorative lighting, coupled with his strong artistic vision is exactly what we were looking for to foster industry-leading innovation within our organization. We’re excited that his creativity and passion for [contemporary styles](#) will strengthen our design capabilities and help us continue to deliver on our mission of providing bold new [lighting solutions](#) that define interior and exterior environments.”

Prior to joining LBL, Dennis was a product designer and artistic director at Forecast Lighting for the past decade. Before that, he was a product designer and consultant for Thomas Lighting.

Beard holds a BA in Fine Arts from Indiana University, degrees in graphic design and photography from University of Louisville and a design degree from FIT in NYC.

About LBL Lighting and Encompass Lighting Group:

Headquartered outside of Chicago, LBL Lighting has been designing and manufacturing the most novel and creative lighting in the industry for more than 40 years. The company’s diverse portfolio of lighting products includes decorative glass pendants and chandeliers, modern European designs, ground breaking LED products, architectural heads, and indoor and outdoor wall fixtures. LBL Lighting is a part of the Encompass Lighting Group, a Generation Brands company. LBL Lighting’s products can be found in lighting retailers and through sales representatives across North America. For more information, visit www.lblighting.com.

About Generation Brands:

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 fashionable and functional lighting fixtures, ceiling fans, and decorative products that provide value and growth for our customers and end-users. Our success is derived from our ability to serve our customers



and end-users with superior service, leading edge design, and outstanding quality. We continue to increase marketing investments and develop operating and product synergies that enhance our value to the many markets we serve. For more information, visit www.Generation-Brands.com.

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