

Roll & Hill

PRESS RELEASE

Announcing Roll & Hill, a new manufacturer of contemporary lighting.

February 10th, 2010

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NEW YORK—**Roll & Hill, LLC** is proud to announce its formation as a manufacturer of high-end contemporary lighting. Founded by American designer **Jason Miller**, Roll & Hill began operations in January 2010 and is in production with five product lines—Agnes by **Lindsey Adelman**, Himmeli by **Paul Loebach**, the Excel by **Rich Brilliant Willing**, and the Superordinate Antler and Modo Lamps by **Miller**. Additional products lines by **Kirsten Hassenfeld** and **Michail Miller / Sarah Cihat** are under development. In May, Roll & Hill will introduce a group of entirely new products at the International Contemporary Furniture Fair in New York.

“With all the great design brands currently on the market, few specifically cater to the tastes of the American public,” says Miller, the company’s CEO and Creative Director. Roll & Hill will focus specifically on lighting and will concentrate heavily in the first few years on growing its market share in North America. Roll & Hill is committed to well-designed contemporary lighting for residential and commercial interiors, products that will be unique, sustainable, accessible and add value to whatever space they occupy. The company will launch with a branding program designed by New York-based creative consultancy **Partners & Spade**.

Running the company along with Miller will be Managing Director **Andrew Yang**, the design journalist and consultant to 100% Design Shanghai. Yang will relocate to his native New York from Shanghai to oversee the business, marketing and commercial development of Roll & Hill.

Roll & Hill, LLC is an independently invested entity with a board of directors comprised of Miller; **Robert Hillas**, a Princeton-based executive with a 25-year background as a CEO, CFO and financial backer of entrepreneurial businesses; and **Lyndon Neri**, principal architect of Neri and Hu Design Research Office and CEO of Shanghai-based furniture retailer **Design Republic**.

While Roll & Hill is focused on creating contemporary design products for the American market, the company will launch with a simultaneous focus on Asia and Europe.

Roll & Hill, LLC is located at 843 Meeker Avenue, Brooklyn, New York 11222 and on the web at www.rollandhill.com.

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