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Herman Miller Launches Direct-to-Consumer eCommerce Store

Release Immediate

Date October 18, 2010

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Zeeland, MI, October 18, 2010- [Herman Miller](#) announced today the launch of a direct-to-consumer [eCommerce store](#) through the Herman Miller website at HermanMiller.com/store. The primary focus of the new eCommerce launch is to strengthen brand awareness and communicate the Herman Miller story directly with consumers.

Herman Miller's new online shopping destination provides consumers with the same level of sophistication and personalized service the iconic brand is recognized for in its retail partners. Providing accessible and detailed product information to inspire and inform consumers is at the center of the new store's philosophy. Beyond shopping, the site allows consumers to explore product concepts, meet the designers, and discover the behind-the-scenes inspiration it takes to produce some of the world's most exciting products for the home and office. Through the new online store Herman Miller is providing customers the opportunity to research and shop via the channel of their preference while remaining committed to its retail partner distribution model.

"The role the manufacturer plays in the consumer marketplace is changing, and a large driver of that change is online presence," says Michael Blum, eCommerce Channel Manager at Herman Miller. "We're engaging directly with our customers like never before and sharing the Herman Miller story with new consumers."

Learn more at <http://HermanMiller.com/store>

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About Herman Miller

Herman Miller works for a better world around you—with inventive designs, technologies and related services that improve the human experience wherever people work, heal, learn, and live. Its curiosity, ingenuity, and design excellence create award-winning products and services, resulting in more than \$1.3 billion in revenue in fiscal 2010. Innovative business practices and a commitment to social responsibility have also established Herman Miller as a recognized global company. In 2010, Herman Miller was again cited by FORTUNE as the "Most Admired" in its industry and among the "100 Best Companies to Work For" in America, while Fast Company has named Herman Miller among its 2010 "Innovation All-Stars." Herman Miller trades on the NASDAQ Global Select Market under the symbol MLHR.

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