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Chris DiTullio Appointed to Senior Vice President, Marketing and Omni-Channel at Jo-Ann Stores, LLC

HUDSON, OHIO (June 7, 2016) – Jo-Ann Fabric and Craft Stores, the leading fabric and craft specialty retailer in America, is proud to announce Chris DiTullio’s promotion to senior vice president, marketing and omni-channel.

While at Jo-Ann, DiTullio has developed a holistic perspective of the Jo-Ann brand, business and customer base having served as interim senior vice president, marketing; vice president, eCommerce and omni-channel; vice president, marketing and advertising; vice president, inventory management; and director, merchandise planning.

During his 11 years with Jo-Ann, DiTullio has led company-wide efforts to best serve customers in a quickly evolving retail environment, including growing the eCommerce business and establishing the omni-channel strategy. Prior to joining Jo-Ann, DiTullio held various positions for a diverse group of major retail companies, including J.C. Penney, HomePlace and Cole Vision.

“I’m ecstatic to lead our marketing and omni-channel teams in our ongoing mission of reinforcing Jo-Ann as our customer’s place to find inspiration and single solution for her craft and fabric needs,” said DiTullio. “We will be diligent in advancing our retail strategy by building our digital and omni-channel experience and further surprising and delighting our customers with our creative content and service businesses.”

“Chris has the experience, tenacity and passion for best serving our customers and evolving the Jo-Ann marketing organization, said Jill Soltau, president and chief executive officer, Jo-Ann Fabric and Craft Stores. “I am thrilled to have Chris take on this very important role and welcome him to the senior team to lead our marketing and omni-channel efforts.”

DiTullio holds a Bachelor of Science in Business Administration degree from Youngstown State University where he studied marketing. He is a member of the Craft & Hobby Association Board of Directors and resides in Hudson, OH with his wife and two children.

DiTullio will report to Jill Soltau, president and chief executive officer, Jo-Ann Fabric and Craft Stores, in his new role.

About Jo-Ann Stores, LLC

Jo-Ann Fabric and Craft Stores, the nation’s leading fabric and craft retailer with locations in 49 states, was founded in 1943 as a single retail store. Today, approximately 850 Jo-Ann stores across the country provide consumers all the fabrics, craft supplies and inspiration they need, conveniently under one roof. For additional information, visit joann.com. To make creative connections, visit joann.com/community.

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