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Jo-Ann Appoints Richard Vollmer as Vice President of Creative Services

HUDSON, OHIO (February 26, 2016) – Jo-Ann Fabric and Craft Stores, the leading fabric and craft specialty retailer in America, has hired Richard Vollmer, vice president of creative services.

Vollmer's most recent experience was with Kohl's Department Stores where he served as vice president of brand experience, innovation. During his term at Kohl's, Vollmer was regarded as a key thought leader and change agent as he propelled the business through multi-disciplinary teams focused on innovative, foundational work. He spearheaded projects to expand the Kohl's loyalty program into the digital and social spaces, assisted with storytelling in their physical stores, and helped to reframe their healthy lifestyle solutions for families. Vollmer held additional leadership roles at Kohl's serving as vice president of brand experience and creative director for brand packaging.

"Richard's creative talent and cross-functional leadership skills are the right combination to lead the strategic creative component of our retail strategy," said Chris DiTullio, interim chief marketing officer and vice president, ecommerce & omni-channel. "His extensive repertoire consists of all forms of media — including print, digital, broadcast and loyalty. Richard's experience will be invaluable in helping position the Jo-Ann brand for future growth."

Prior, Vollmer held creative director, brand director, manager and merchandiser roles of increasing responsibility with Sports Authority, American Eagle Outfitters and The Gap, Inc. His strong suit is setting a shared vision, outlining clear objectives and maintaining open communication while aligning with and delivering company goals. He will report to Chris DiTullio in his new role effective February 25, 2016.

To learn more about Jo-Ann or to find the Jo-Ann store nearest you, visit Joann.com.

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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