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## **Jo-Ann Launches Buyable Pins In Partnership with Pinterest**

**HUDSON, OHIO (June 2, 2015)** – Jo-Ann Fabric and Craft Stores, the leading fabric and craft specialty retailer in America, is one of the launch partners for Pinterest’s new Buyable Pins. With Buyable Pins, consumers will be able to complete the process of discovering a product, saving it to a board and buying it directly on Pinterest – allowing creative minds to turn their inspiration into reality in just a few taps.

“Partnering with Pinterest is a natural fit because we know our customer constantly seeks inspiration and is an active user of the product; Pinterest is a top traffic referrer to Joann.com, after all,” said Chris DiTullio, vice president, eCommerce and Omni-Channel for Jo-Ann. “Buyable Pins remove barriers in the journey from inspiration to creation, so Jo-Ann is incredibly excited to be included in the introduction, granting our customers increased convenience in their creative processes.”

Today, there are more than 4.2 million Pins on Pinterest linking back to Joann.com including products and inspiration. With Buyable Pins, all existing and future product Pins will be available for purchase natively within Pinterest.

To see Buyable Pins in action, visit [Pinterest.com/joannstores](https://Pinterest.com/joannstores) in the coming weeks.

### **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](https://Joann.com/community).

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