



## **FOR IMMEDIATE RELEASE**

### **Jen Loesch appointed CEO of BreathableBaby**

ST. LOUIS PARK, Minn, February 1, 2019 – BreathableBaby, a VisioCap portfolio company, announced today that its board of directors has appointed Jen Loesch as Chief Executive Officer effective immediately. She replaces Ian Schaffer, who will remain as an advisor and board member.

Jen brings over two decades of experience across manufacturing and retail sectors to the role. Prior to BreathableBaby, Jen was General Manager of Sojos, a pioneer in raw, rehydratable dog food and gourmet treats. Before Sojos, Jen worked for Petco where she was vice president of merchandising. During her tenure at Petco, Jen led hardlines, softlines, and services and built a number of successful private label brands. Earlier in her career, Jen gained experience across product development, procurement, operations, supply chain, marketing and e-commerce with 3M, Imation, Eastman Kodak, Honeywell, Best Buy, and Target.

“Jen’s focus on the consumer, passion for innovation, and demonstrated ability to grow brands as both a retailer and manufacturer uniquely position her for the role of CEO at BreathableBaby,” said David Cunningham, Chairman. “Jen is a well-respected leader that we’ve known for years. Based on her track record of success across numerous organizations, we are confident she will lead BreathableBaby to new heights.”

“I am thrilled to join BreathableBaby and look forward to working with the team to drive innovation and our next phase of growth,” said Jen Loesch. “It’s motivating to work in industries that combine passion and purpose to deliver products to make parenthood easier. While I spent the last decade focused on fur babies and pet parenthood, I am excited to turn my attention to those without fur, the infants that we love and cherish. As a parent who sacrificed countless hours of sleep worrying when my daughter – now 13 – was an infant and ultimately turned to co-sleeping when very few options existed, I am honored to join a team focused on safe sleep and working to reduce SIDS. I can’t imagine a more rewarding purpose.”

Ms. Loesch will be based in the St. Louis Park, Minnesota office.

*About BreathableBaby, LLC*

*Founded in 2002, BreathableBaby® designs, manufactures and sells simple, smart, safe sleep products that help caregivers feel confident and in control. Safety has always been first, which sparked the invention of the Breathable® Mesh Crib Liner, an alternative to conventional crib bumpers. Safety is the*

*starting point for design, and BreathableBaby takes extra steps, like consulting with doctors, funding sleep research, and applying rigorous testing protocols, to make sure all products are safer for families.*

*With nearly 5.0 million Breathable® Mesh Crib Liners sold, BreathableBaby is committed to be an industry leader in safe sleep by providing parents with products and knowledge that make life easier. Building on years of research and committed to do their part to help reduce the incidents of SIDS and accidental suffocation, BreathableBaby expanded its line-up to include Swaddle Trios with a unique arms up, arms down, arms out feature to grow with baby, Active Swaddle Blankets constructed from premium activewear fabric for parents on the go, Bedding Gift Sets for giving the gift of safe sleep, and the most innovative products yet, Breathable™ Mesh Cribs. These stylish cribs combine the strength and integrity of traditional wood cribs—with the peace of mind that's possible only with BreathableBaby's patented Breathable™ mesh. Cool, unrestricted ventilation and zero risk of arms or legs getting stuck between slats. Say hello to the new standard in cribs.*

*BreathableBaby products can be found on online at Amazon, Target, Walmart and BuyBuyBaby and in over 7,500 retail stores in the US, Canada, and select countries worldwide. For more information, go to [www.breathablebaby.com](http://www.breathablebaby.com).*

*BreathableBaby is privately held and headquartered in St. Louis Park, MN.*

#### *About VisioCap, LLC*

*VisioCap, LLC specializes in growth investments and buyouts of lower middle market consumer products companies located across North America with a particular focus in three categories: pet products, children's products and healthy/natural nutritional products. The firm's investments range in size from as small as \$3 million to as large as \$40 million. VisioCap focuses on increasing stakeholder value through improvements in commercial and operational performance due to their deep experience in the sectors in which they invest. For more information, please visit [www.visiocap.com](http://www.visiocap.com)*

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