



The Gymboree Corporation Names Daniel Griesemer President and CEO
Former Tilly's CEO Brings Omni-Channel and Operational Expertise

Interim CEO Mark Weikel to Continue Board Member Role

San Francisco, Calif., May 22, 2017 – The Gymboree Corporation (“Gymboree”) today announced the appointment of Daniel Griesemer as the company’s new President and Chief Executive Officer, effective May 22, 2017. Griesemer joins Gymboree after a successful five-year tenure leading Tilly’s, an action sports-inspired teen and young adult apparel retailer where he served as President and CEO. Griesemer assumes his responsibilities from Interim CEO Mark Weikel, who will continue his role as a member of the Board of Directors.

“We are extremely pleased to welcome Dan to the Gymboree team. He is an agile and experienced retail executive with an established track record of building customer loyalty in an omni-channel environment,” said Lew Klessel, a member of the Board of Directors. “Dan’s proven leadership in the specialty-store sector, combined with his operational and financial experience, make him an ideal person to lead Gymboree into the future as the team works to establish a sustainable capital structure and position the company for long-term success. We would also like to thank Mark for his contributions as Interim CEO and to the search for a permanent leader for Gymboree.”

Griesemer, age 57, brings to Gymboree a distinguished track record of strategically aligning leading apparel brands to modern e-commerce and retail market dynamics. In addition to his experience at Tilly’s, Griesemer previously served as President and CEO at Coldwater Creek, a women’s clothier, and held executive leadership positions at Gap Inc., GapKids and Gap Inc. International division. Mr. Griesemer began his career with Macy’s Stores. In each position of increased responsibility, Griesemer adapted to the rapidly changing retail marketplace by increasing consumer engagement, elevating the customer experience, and succeeding in the e-commerce and digital arena.

“I am honored that the Board has selected me to lead Gymboree at this pivotal time for the company,” said Griesemer. “We have three vibrant brands, loyal customers and substantial opportunities to continue to improve and grow the business. I look forward to working with Gymboree’s talented team to ensure we have the right foundation in place as we continue to execute on key strategic initiatives and remain focused on delivering the merchandise and the shopping experience that delights both parents and kids.”

Griesemer graduated from the University of Dayton, and attended the executive education program at the University of Michigan Ross School of Business.

About The Gymboree Corporation

The Gymboree Corporation's specialty retail brands offer unique, high-quality products delivered with personalized customer service. As of April 29, 2017, the Company operated a total of 1,281 retail stores: 582 Gymboree® stores (532 in the United States, 49 in Canada and 1 in Puerto Rico), 172 Gymboree Outlet stores (171 in the United States and 1 in Puerto Rico), 149 Janie and Jack® shops (148 in the United States and 1 in Puerto Rico) and 378 Crazy 8® stores in the United States. The Company also operates online stores at www.gymboree.com, www.janieandjack.com, and www.crazy8.com.

Gymboree, Janie and Jack, and Crazy 8 are registered trademarks of The Gymboree Corporation.

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