



**JOANNA MEISELES**

**Creator and Founder of Snip-its®**

Joanna Meiseles is the creator and founder of Snip-its Haircuts for Kids®, one of the country’s fastest-growing chains of children’s hair salons. Under Meiseles’ vision and direction, Snip-its has been revolutionizing the hair care industry by creating a branded entertainment concept designed to untangle the hair-care challenges of children. After creating the concept in 1991, Meiseles opened the first Snip-its salon in Framingham, Massachusetts, on September 22, 1995. Over the next several years, Meiseles opened five new locations in Massachusetts -- Burlington in August 1997, Peabody in November 1998, Chestnut Hill in June 1999, Canton in October 2002 and Hingham in April of 2004.

With five successful Company-owned salons in operation, Meiseles made Snip-its available as a national franchise in August of 2003. The Company continues to negotiate franchise agreements and area development agreements with applicants throughout the United States. Snip-its has now grown to annually providing nearly one million haircuts to children throughout the country.

A 1987 graduate of Duke University, Meiseles was born in Los Angeles to Joan Benny, daughter of the famous comedian, Jack Benny, and Robert Blumofe, the late Academy Award nominated producer who has been credited with producing such films as, “Bound for Glory” and “Yours, Mine and Ours.” Meiseles is the fourth child to Joan and Robert Blumofe.

Currently, Meiseles resides in Wayland, MA, with her husband, Brad, their three sons – Ben, Brandon and Justin; and daughter Quinn. Meiseles has taken a step back from Snip-its to allow a seasoned professional to take the concept and company to new heights. She remains a member of the board and an active consultant, but has left the operations and development of the company to James George, who has three decades of franchise and salon development experience. She hired George in 2007 first as a consultant then in 2008 brought him in full-time as COO and he is now in his fourth year as President and CEO.